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Canada's Year of Asia Pacific 1997

MALAYSIANS have increasingly found Canada an attractive destination, be it for business, pleasure or for further education. An economy that is open and well-developed, an enviable standard of living, wide open spaces and natural beauty all serve to attract visitors to this land of 30 million inhabitants. The warm and friendly welcome extended to visitors has made Canada a much respected member of the international community. There is a growing affinity with the peoples of the Asia-Pacific resulting in enhanced trade, economic, political and social ties.

Canada's chairing of Apec this year has raised its international profile. A whole host of conferences, ministerial meetings and cultural events are taking place throughout the year leading up to the Apec Leaders Meeting in Vancouver from Nov 24-25. This is yet another forum whereby the excellent bilateral trade and political ties between Malaysia and Canada can be further cemented. A full programme of Malaysian ministerial visits to Canada has been lined up throughout the year leading up to Prime Minister Datuk Seri Dr Mahathir Mohamad's attendance at the Apec Leaders Meeting.

This special focus on Canada by Malaysian Business features backgrounders on five sectors addressed by the Apec Ministerial Meetings, namely trade, environment, transportation, energy and small- and medium-sized enterprises. A centre-spread on telecommunications and multimedia highlights the importance of this sector to both Canada and Malaysia, while articles on education and culture illustrate the wide-ranging and growing bilateral ties between the two countries. It is designed to give Malaysians and their potential Canadian partners the opportunity to seek out areas of cooperation for mutual gain. Malaysia and Canada - Working together.

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