

GENERAL OVERVIEW

I - SOUTHEAST ASIA (ASEAN)

Southeast Asia consists of the 10 countries making up the Association of Southeast Asia Nations (ASEAN):

- a) Brunei
- b) Cambodia
- c) Indonesia
- d) Laos
- e) Malaysia
- f) Myanmar
- g) Philippines
- h) Singapore
- i) Thailand
- j) Vietnam

It has a land mass of 4.5 million square kilometers half that of Canada.

It has a population of 650 million people and counting.

Southeast Asia has significant natural resources:

- a) Tin
- b) Copper
- c) Petroleum
- d) Rubber
- e) Timber
- f) Palm Oil
- g) A strong Agricultural base and a rapidly expanding industrial and manufacturing sector.

There is virtually all kinds of goods and services reflecting the different stages of economic development throughout the region – from sophisticated technology to basic infrastructure development.

The Southeast Asia marketplace is emerging as a potent economic power block with intelligent and educated human resources ready to be tapped.

THE EVENT

“ASEAN FESTIVAL OF FOOD, ARTS, BUSINESS, AND CULTURE”, is a cooperative effort among the Canadian bilateral called the Advocacy Group: Philippines Canada Trade Council, Canada Indonesia Business Association, Canada Singapore Business Association, Malaysia Canada Business Council, Vancouver Chinese Vietnamese Business Association, and Malaysia Singapore Brunei Cultural Association; and a group of Canadian businesses called the Management Team composed of: Immigration Law Centre, The Falls, I Portals to Canada, TD Canada Trust, and Shop@Home Enterprises.

The activities at the festival will include a parade of colors of the different ASEAN countries to be lead by the ASEAN Heads of Mission to Canada Based in Vancouver. The ASEAN garbed in their native costumes will march and dance to the sound of their native music and chants during the parade. The program proper will include bevy of native songs, native dances, native costumes martial arts exhibition, and cooking demonstrations.

Other features of the event will be speeches from invited dignitaries and politicians. There will also be exhibits of ASEAN crafts, products and services. Canadian businesses are also invited to join.

THE ORGANIZATION

The host, SOUTHEAST ASIA CANADA BUSINESS COUNCIL, a duly registered non stock non-profit society has the membership of bilateral organizations which in their own right have been in existence under the laws of Canada, federally and provincially for an average of 20 years. As such, each organization has been hosting events and other activities to promote their country of origin for years. For this event, they pooled their talents and resources together with the help of the Management Team, to come up with a joint undertaking big in scope and encompassing to the region.

The Council’s President is Carmelita Salonga Tapia from the Philippines Canada Trade Council. The Vice-President is Wayne Indseth from Canada Indonesia Business Association. The Secretary is Michael Lam from Canada Singapore Business Association. And the Treasurer is Aria Ganesan from Malaysia Canada Business Council. The other Directors in the Advocacy Group are Louis Quach from Vancouver Chinese Vietnamese Business Association, and Christopher Chung from Malaysia Singapore Brunei Cultural Association.

The Directors in the Management Group are: Catherine Sas of Immigration Law Centre, who is the Director for Communications; Marife Furber of I Portals to Canada, who is the Director for Business Development; Robert Wilson of The Falls, who is the Director for Strategic Planning; Tracey Lundell of TD Canada Trust, who is the Director for Financial Planning; and Victor Que of Shop@Home Enterprises, who is the Director for International Relations and Protocol.

The Board of Advisors is composed of prominent ASEAN and Canadian businessmen: Ron Benoit, Paul Wilson, Brian Cole, Guilbert Ho, Richard Liew, Sing Lim Yeo and Wendy Trusler, Trade Commissioner for Southeast Asia - Industry Canada.

The Publicity and Promotions Team is composed of Elena Agala, Leo Dy of TV Patrol World Shaw Multicultural Channel, Sabrina Noorani, one of the founders of Canadian Immigrant Magazine and a prolific author and writer, Rey Fortaleza of Philippine Asian News Today, and Jagdeesh Mann of Asian Pacific Post.

Annie Jalac Miles, the President of NewWestminster/Quezon City Sister Society, is the Executive Director of the event.

OBJECTIVES

The Festival is aimed to showcase each and every ASEAN country, the culture, the history, the general psyche of the people, the idiosyncrasies, tradition, religion, and what makes each and every country unique on its own.

However, the Festival has an underlying mission to support and represent the interests of ASEAN businesses in Canada and vice versa.

It has the following goals:

- a) To increase the profile of the ASEAN countries within Canada and Canada with the ASEAN.
- b) To promote bilateral trade between Canada and the ASEAN.
- c) To act as bridge builder within the community by acting as business exchange and business promoter among existing businesses.
- d) To make all resources available to interested businesses to access the ASEAN market.

DATE

September 16, 2006 from 10:00 AM to 4:00 PM

VENUE

New Westminster Boardwalk by the New Westminster Quay Public Market

ACTIVITIES

10:00 AM PARADE OF COLORS

The ASEAN Heads of Mission to Canada based in Vancouver with the invited dignitaries and politicians will lead the parade with the ASEAN garbed in their native costumes.

11:00 AM PROGRAM PROPER

The ASEAN Heads of Mission to Canada will be introduced and will deliver short speeches about their own country.

Other invited dignitaries and politicians will be called to say a few words.

12:00 AM ASEAN Show begins
To 4:00 PM

1. Dances
2. Songs
3. Fashion Show
4. Cooking Demonstrations
5. Martial Arts Demonstration

Information booths of the ASEAN countries will be open throughout the day while businesses with display booths along the boardwalk will be allowed to sell their wares.

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