

**ACADEMIC AFFAIRS
FUNDING PROPOSAL
TAIPEI 2000-2001**

PROGRAM GOALS

The Canadian Trade Office in Taipei pursues a unified public affairs strategy co-ordinated among all sections of the mission. For 2000-2001 (as in the past FY) the CTOT's goal has been to build an image of Canada as a "dynamic, competitive, high-tech, multicultural society". This image-enhancement is a necessary antidote to the general Taiwanese perception of Canada as pleasant, but dull and perhaps backward. Presenting a more complete and accurate image of Canada to Taiwanese will have positive spillover effects in such areas as trade (particularly the key high-tech sector), inward investment, and foreign student recruitment. One of the key criteria for any public activity supported by the CTOT is that it be compliant with this "Mantra": all speeches, press releases, interviews, and other interactions with the Taiwanese public reinforce the message that Canada is dynamic, competitive, high-tech, and multicultural. The CTOT academic affairs programme plays an integral role in promoting the mantra, showcasing first class Canadian faculty, and fostering links at the university-to-university, departmental, and professorial level.

The Academic Affairs programme is also expected to promote Canada as a vibrant, interesting society. Thus the CTOT has tried to direct resources into areas that have an impact beyond university faculty, sponsoring seminars and lectures on subjects such as film, contemporary art, or aboriginal affairs that are attached to larger events.

The Academic Affairs programme promotes the CTOT's strategy of geographical diversification, reaching beyond the campuses of greater Taipei. This will be a major focus in 2000-2001, as we plan to launch a second Canadian Studies conference based in southern Taiwan in Kaohsiung. We will continue to support innovative collaborative research in fine arts and social sciences at institutions such as National Central University (Chungli) and Tainan College of Art (Tainan County).

000407