

Sectors offering excellent opportunities include computer software and systems; telecommunications equipment; housing; agri-food; environment; automotive; geomatics; wood products; machinery; aerospace; security; tourism; medical products and devices; and farm equipment.

**Austria:** A small and prosperous country, Austria offers good potential for Canadian business interests. In 1994, Canadian exports to Austria were valued at \$252.6 million, while imports totalled \$455.8 million. Manufactured products represent approximately two thirds of Canadian exports. Austria joined the EU in January 1995, enhancing its favourable position as a source of partnerships for new business in the countries of both Eastern and Western Europe. Major opportunities for Canadian exports, joint ventures and technology transfer exist in the aerospace, automotive, forestry, informatics and telecommunications, environmental products and services, and agri-food sectors.

**Switzerland:** Switzerland is the twelfth-largest export market for Canada, valued at \$894 million in 1994. Imports accounted for \$763 million, for a two-way trade total of \$1.6 billion. Canada is the second most favoured overseas destination for Swiss tourists. Switzerland is Canada's sixth most important source of foreign direct investment. With a population of 7 million and an anticipated GDP growth of 2.5 percent in 1995, Switzerland is a good country in which to do business. Major opportunities exist in environmental technology and services; health-care products; informatics and telecommunications technology; sporting goods; and tourism.

**Czech Republic:** International interest continues to grow in the politically stable Czech Republic as the country develops more open market facilities and builds on its economic successes. The Czech automotive sector has benefited from foreign investment, as have telecommunications systems from the recent privatization of the SPT (Czech PTT), the state-owned operator. Numerous opportunities exist throughout the country in many sectors, with the strongest trade opportunities for Canadians in construction (as renovation and restoration of buildings advance and as new home construction gets started) and in the upgrading of road, rail and energy infrastructures.

The heavily industrialized regions of the Czech Republic are also addressing the need for new environmental regulations. As a result, there are significant opportunities for Canadian equipment

and related services to be found in wastewater treatment, air pollution or water treatment. In the transportation sector, the Czech aircraft industry has a long tradition within the country, and its privatization and restructuring also offer attractive opportunities for Canadian exporters. Although EDC (Export Development Corporation) has several lines of credit available to Canadian exporters, the main challenges are to find the right partner and to deal with the evolving infrastructure in the legal, banking and accounting sectors, as the country moves toward becoming a full member of the OECD and the European Union.

**Slovenia:** Slovenia is a little-known example of the transition of Central and Eastern European markets to market-oriented economies. Despite its small size, its role within the former Yugoslavia was heavily market- and export-oriented. As a result, its per-capita GDP, at approximately US\$7500, is comparable to that of Greece or Portugal. Currently, its bilateral trade with Canada rivals that of other much larger Central European nations, and it has recently been successful in acceding to the EU as an entry-level country. Sectors that represent the best trade and investment opportunities for Canadian firms are in transportation, energy, information technologies and agriculture.

**Croatia:** Croatia has the lowest inflation rate (3 percent) in Central and Eastern Europe, a stable currency, a positive balance of payments, and foreign exchange reserves of more than US\$2 billion. It has embarked on a major program of reconstruction and modernization, and has enacted financial and legal reforms to strengthen its market economy and attract foreign direct investment. The main opportunities for Canadian companies are in transportation; communications; energy; construction; tourism; and agriculture (including technology transfers). Much of this development will be funded through domestic Croatian resources, while other opportunities exist through projects funded by international financial institutions (IFIs) such as EBRD and the World Bank.

**Hungary:** Among the sectors that currently offer the best commercial prospects for Canadian companies in Hungary are services, transportation, construction, energy, environment, tourism and infrastructure. Many investment opportunities, whether greenfield or joint venture, also exist. Additional opportunities for exports can be found within the framework of multilateral bank projects (World Bank, EBRD), in government privatization programs, and in the area of municipal affairs.