

INTRODUCTION

Canada's Export Market Report Series has, as its principal objective, the provision of relevant, timely, and accurate information to Canadian businessmen in order that they can formulate whatever export marketing strategy and/or plan of action is appropriate for their corporate objectives.

The **World Market Report** provides a brief, snapshot overview of marketing opportunities of interest to Canadian companies on both a geographical and sectoral basis. Each year, Canadian embassies and consulates abroad in 117 countries plan their operations for the coming year; the work plans produced by Canada's representatives abroad have served as the basis for the contents of this Report.

Canadian exporters have expressed their interest in receiving information on marketing opportunities abroad through, for example, such publications as the biweekly **Canadexport**, published by the Department of External Affairs. The **World Market Report** may be of particular interest to companies who are not exporting on a regular basis, but who wish to make an initial assessment of where they might export, given a more detailed investigation of export markets. The Report is designed to encourage exporters to look for the first time or to re-examine the opportunities which exporting might provide. The Report may also serve as a point of departure for a new exporter's examination of international opportunities.

A wide range of advice and assistance for Canadian exporters is available from both the federal and provincial governments. The Annex to this Report provides addresses of useful contacts for companies to follow up. Exporters may also wish to refer to **Export Roadmap**, a publication outlining points of contact with the federal government and agencies in Ottawa and across Canada.