

\$100 million of registered capital. These ventures include manufacturing and service companies in such areas as food processing, metal fabrication and petrochemicals. The main Canadian equity investors are Alcan Aluminum Ltd., Bata Industries Ltd. and Seagrams (see Appendix A). A large number of similar arrangements are currently being considered under CIDA's Industrial Co-operation Program. While these developments are encouraging, additional efforts will be needed if Canada is to increase its profile on the Thai market.

Raw materials and commodities such as aluminum, asbestos, iron and steel, wood pulp and paper account for approximately half of Canada's exports to Thailand. The export of manufactured and high-technology products has fluctuated in the past but is improving within the overall export picture (see Table 2). Machinery and equipment (such as boilers), aircraft equipment and parts, and other electronic and electric equipment have become important Canadian exports to Thailand.

Canadian trade strategy has targeted Thailand as a market opportunity for advanced technology products and services, oil and gas equipment and services, power and energy equipment and services, the defence sector, and agriculture and food products and services. The majority of these opportunities are a result of Thailand's increased infrastructure requirements and expenditures.

Thailand's exports to Canada consist mainly of textiles, fish, seafood and food preparations as well

as jewellery, footwear, computers and other electric and electronic equipment. Automobiles manufactured by a Japanese-Thai joint venture have featured in Thailand's exports to Canada since 1988. This new export contributed to approximately 50 per cent of the increase in trade value between 1987 and 1988. Apart from this addition, the composition of Canadian imports from Thailand has changed little over the last decade; textiles, fish and prepared foods have been the dominant exports during the period. The range of Thai exports to Canada has, however, become much more diverse over the last few years and more changes are likely as a result of North Asian investments in Thailand.

3.3 Export Marketing Efforts

Canada's export marketing efforts in Thailand are supported through a number of programs and activities.

In the past few years, the frequency of Thai and Canadian federal and provincial ministerial visits has grown, and the number of businesspeople visiting Canada and Thailand alone or in missions has increased dramatically. The Canadian Embassy in Bangkok assists over 1 000 business visitors annually. Trade missions have been traditionally arranged by External Affairs and International Trade Canada (EAITC) and provincial governments (Quebec, Ontario, British Columbia, Alberta, Saskatchewan and Nova Scotia). Private sector agencies such as

Table 1 Relative Growth in Trade between Canada and Thailand
(\$ millions)

YEAR	CANADA'S EXPORTS	% OF TOTAL THAI IMPORTS	CANADA'S IMPORTS	% OF TOTAL THAI EXPORTS	TOTAL
1980	141.6	1.2	24.7	0.3	166.3
1981	116.0	1.0	33.1	0.4	149.1
1982	142.4	1.3	33.8	0.4	176.2
1983	146.5	1.3	60.5	0.7	207.0
1984	116.8	0.8	103.4	1.0	220.2
1985	127.0	0.9	108.7	1.0	235.7
1986	105.3	0.8	150.2	1.2	255.6
1987	194.9	1.0	200.8	1.3	395.7
1988	259.0	1.3	343.4	2.1	602.5
1989	339.8	1.1	419.8	1.8	759.6

Sources: Statistics Canada and Bank of Thailand