

Canadian Trade Opportunities in Taiwan – Continued from page 1

and one that illustrates adapting to market and cultural demands — is the mixing of Canadian maple syrup and ginseng to create a highly marketable health food.

Health foods, especially natural ones like honey and maple syrup, are big — and expensive — items in Taiwan. In 1995, Canadian maple syrup exports to Taiwan were valued at \$1.6 million.

"Canola is just taking off," said Stephens, "but the potential (including bulk, package and seed) is \$100 million by 2000."

Canadian seafood sales to Taiwan, "from live lobster to ground pollack," said Stephens, totalled \$19 million in 1995. "Seafood sales could reach \$35 million by the year 2000."

And Canadian beef exports, valued at \$3.6 million in 1995, could climb to \$20 million by 2000; the market for Canadian pork is around \$2 million.

And then, in a unique bit of niche marketing, there's the British Columbia firm that exports dry dog food to Taiwan.

Upscale Opportunities

But not all export opportunities are so esoteric.

Taiwan is "moving upscale, to R&D (research and development) and knowledge-intensive sectors — areas where Canadian companies are strong," said Stephens.

These include hardware, computer motherboards, and peripherals. "Canadians are strong in software," said Stephens, suggesting Canadians and Taiwanese businesses could "share" their expertise in these fields.

"Biotech (including pharmaceuticals) is a very fruitful area in R&D," Stephens noted. "Information technologies and telecommunications are also research areas."

Other Developments

The cellular phone market is growing. Nortel recently completed the first phase (and may get the contract for the second phase) of a project that called for 360 repeater towers.

In the transportation field, Bombardier is pursuing a deal for a light rail system connecting Taipei and its international airport; DASH aircraft are popular with domestic airlines, with 16 aircraft on order and an option for a further six DASH-400s; there is a market for aircraft parts.

Canadian autoparts exports to Taiwan totalled \$120 million in 1995 and exports of paper stood at \$400 million.

In the environmental field, "there are no 'big bang' contracts, some small ones," said Stephens, "but something has to be done to solve the chronic air pollution." Solid waste and waste water treatment/disposal are also areas in which action has to be taken.

"Taiwan has an increasingly affluent middle class," said Stephens. The per capita income is US\$13,500. "Their wants are very similar to our own."

That could help explain the growing interest in Canadian homes. "The log, wood frame, pre-fab homes market is becoming active," Stephens said, adding that "the market for building products is just starting."

The market for Canadian alcoholic beverages might also be said to be of consuming interest. Last year, Canada's exports of these commodities to Taiwan totalled \$4 million!

Targeted Areas, CTOT Business Pursuits

While exploring all avenues that could offer the potential for increased trade with Taiwan (in-

cluding Taiwanese investment in Canada), "the Canadian Trade Office in Taipei," said Stephens, "has targeted six priority areas: information technology and telecommunications; transportation (air and ground); environment and marine equipment; agri-food; tourism; and educational services."

The CTOT, and many Canadian businesses, also see Taiwan as a stepping stone to other markets in the region. "Asian markets are never easy to penetrate," said Stephens, "but having the right local partner facilitates entry, especially to the mainland."

In fact, having knowledgeable local representation is a prerequisite to success in Taiwan — as is having a long-term commitment to the market.

The CTOT recently staged **Festival Canada**, a highly successful series of 30 different activities, held in 30 different sites throughout Taiwan.

"**Festival Canada**," said Stephens, "helped show that Canada is seriously committed to developing its relationship with Taiwan and profiled a Canadian image in Taiwan."

A further indication of this commitment was the signing, last year, of the *ATA Carnet Agreement*, which facilitates customs clearance for the taking of product samples into Taiwan.

Contacts

Canadian Trade Office in Taipei, 365 Fu Hsing North Road, 13th Floor, Taipei, Taiwan. Tel.: 011-886-2-547-9500; Fax: 011-886-2-712 7244.

Korea and Oceania Division, Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa, Ontario K1A 0G2. Tel.: (613) 996-7582; Fax: (613) 996-1248.