

# CANADIAN EXPORT

Department of Foreign Affairs  
Affaires étrangères

Vol. 12, No. 12

JUN 27 1994

July 4, 1994

## Trade Fairs Open Doors

### German Sporting Goods Market in High Gear

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When it comes to the sporting goods market, Germany is very well heeled — in more ways than one!  
Not only is Germany a market for such international sporting goods brands as Nike, Adidas, Puma, Rossignol, Scott and Head,

it is also a demanding—and growing—destination for such Canadian companies as Rocky Mountain, Bauer, Louis Garneau, Chromophobia and York!  
The fact is the German market for sporting goods (including select clothing) is valued in excess of

\$6 billion, of which 55 per cent is imported!  
While statistics don't tell the whole story, they do, says a report from the Canadian Consulate General in Munich, paint a very bright picture:  
• 65 million bicycles on German roads and bike paths;  
• \$1-billion-plus spent on sports shoes;  
• 2.4 million tennis players;  
• more than \$150 million spent on camping equipment imports.

### Kit Tells How to Sell to U.S. Government Procurement Market

Canadian businesses and professional services firms wishing to sell to the \$180 billion U.S. federal government procurement market can now take advantage of a new information kit.  
**Selling to the U.S. Federal Government: Non-defence Products and Services** consists of 23 fact sheets, providing a comprehensive introduction on how to do business with the U.S. federal

government. Produced by the U.S. Trade & Tourism Development Division of the Department of Foreign Affairs and International Trade (DFAIT) in conjunction with the Canadian Embassy in Washington D.C., it reflects new opportunities available to Canadian suppliers under the North American Free Trade Agreement.  
The kit gives an overview of the  
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A market this size that is so receptive to foreign products “offers tremendous potential” to Canadian companies, says the report.  
Canadian companies have carved out comfortable positions in the German market for, among other items, winter sporting goods, bicycles and accessories, and fitness equipment. These firms range from big, international players to small companies with first-class prod-  
*Continued on page 4 — Germany*

### Austria Avenue of East-West Trade

When considering East-West trade possibilities, it would be well to consider Austria.  
A few facts received from the Canadian Embassy in Vienna could further excite those interested in potential trade dealings with Austria—and especially with countries of Eastern Europe:  
• Austria offers immense possibilities for partnerships and advisory services;  
• Vienna is an attractive regional corporate headquarters, particularly for companies with multi-

country interests;  
• Embassy officials can introduce quality Canadian companies to their top-quality counterparts;  
• Austrian banks are full-service and offer trade finance, advisory services, consulting, and in-house trade/countertrade capabilities;  
• Bank Austria was early into Russia with a limited license and has long-established trading and financing links;  
• The market analysis that is available from Austrian banks,  
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