

OPPORTUNITIES IN THE PHILIPPINES — Continued from page 16

Construction and building products

A construction boom has increased demand for imports of cement, wallboard and floor covering materials, and other basic materials. Because price can influence purchase decisions, there are good opportunities for Canadian companies seeking joint-venture partnerships to manufacture these products locally (which can reduce cost). Sales opportunities exist for low-cost construction materials that are resistant to tropical conditions and sufficiently durable to withstand typhoons and earthquakes. Prefabricated structures also have good sales potential.

Environmental industry

The biggest potential for environmental projects lies in the treatment of wastewater and solid waste. Growth in the market for air pollution control equipment and services is expected to remain strong into the next century. The following areas offer the best prospects for Canadian environmental consulting services: air pollution management, biodiversity studies, environmental modelling environmental impact assessments, geographic information systems/remote sensing, hazardous waste management, natural resource management, pollution control systems design, risk/endangerment assessment and solid waste management

There is intense competition in the small but growing environmental consulting field. Canadian companies seeking market access might consider forming alliances with other foreign companies already established in the Philippines.

Information technology and telecommunications

The Philippines' growing information technology and telecommunications industries are prime export markets for Canadian technologies and services. The telecommunications industry anticipates increased growth and greater opportunities for Canadian com-

panies supplying of communications equipment and technology. The market for computers and peripherals, which is almost wholly dependent on imports, is expected to increase in the next few years. Demand for imported computing software and encoding services is also expected to grow.

Education

Notwithstanding the high quality of education in the Philippines, political stability and availability of scholarships, there is still considerable interest among Filipinos in seeking a Canadian education. Filipino students have positive impressions of Canada and are attracted by Canada's support for cultural minorities and the relative safety of Canadian society. Potential customers for Canadian educational services include government, private universities and colleges, and private-sector businesses interested in the continuing education of their employees.

Tourism

With more disposable income, more and more Filipinos are travelling for leisure. As of May 1996, the number of Filipino visitors to Canada was up 24 per cent over the same period in 1995. The increase in visitors was a major determining factor in the signing of a bilateral Air Transport Agreement between the Philippines and Canada in January 1997. This increase in the number of Filipinos travelling offers Canadians in the tourism sector many opportunities.

Cultural industries

Good opportunities exist for Canadian companies in the following subsectors: film, video and television, production and programming services, music and publishing industries and visual arts.

