

Asia Pacific South (Australia, New Zealand, the ASEAN Countries, India and Pakistan)

Australia and New Zealand, with 1990 sales of over \$1 billion, are expected to continue to be major markets for Canadian value-added products through continuing deregulation, trade liberalization and the resolution of market access issues. Expansion, diversification and liberalization in the dynamic ASEAN economies offer the potential for considerably more growth from present levels (1990 exports of \$1.6 billion). A key aim is to build on existing exports, over half of which consist of commodities and basic resource products, and to expand our shipments of value-added products, particularly in the advanced technology areas of telecommunications, remote sensing, energy and transportation. While foreign exchange problems and political turmoil have limited the ability of India and Pakistan to import, the area continues to be a good commodity market; strategic priorities in the region include oil and gas equipment and agricultural technology. Opportunities in large infrastructure development projects are limited by lack of competitive financing.

Key Strategic Priorities:

- *forest products, industrial machinery, defence products, chemical products;*
- *increase awareness and sales of Canadian advanced technologies in the transportation, telecommunications, remote sensing and energy sectors;*
- *ensure Canadian firms are aware of trade opportunities funded by the Asian Development Bank;*
- *shift focus in India and Pakistan from large infrastructure projects to private sector interaction;*
- *promote venture capital investment from Singapore.*

Key Activities for 1992-93:

- *implement a program of market studies and assessments in priority sectors;*
- *mount seminars in key markets to advance Canadian export interests;*
- *25 trade fairs focusing on advanced technology and machinery;*
- *34 trade missions focusing on oil and gas and agricultural equipment;*
- *industrial co-operation activities.*

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Middle East

With over \$1 billion in exports in 1990, the Middle East is a growing market for Canadian goods and services, and an important source of portfolio investment capital. Saudi Arabia, Iran and the lower Gulf States offer good long-term prospects in mining, oil and gas equipment and services, transportation and telecommunications. Israel offers good prospects for investment and technology acquisition. In many of these markets, the environmental sector is receiving increasing attention.

Key Strategic Priorities:

- *agri-food; mining, energy, transportation; oil and gas equipment and services and telecommunications equipment;*
- *stress pursuit of export opportunities in Saudi Arabia, Iran and the lower Gulf States;*
- *promote investment and technology transfer with Israel;*
- *promote Canadian environmental expertise in the region.*

Key Activities for 1992-93:

- *11 trade fairs focusing on oil and gas, telecommunications and agriculture;*
- *9 trade missions focusing on construction, oil and gas, and trading houses;*
- *2 Joint Economic Commission Meetings (Iran and Saudi Arabia).*

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