

# From the Government of Canada

External Affairs and International Trade Canada (EAITC) is pleased to be able to offer the Canadian business community this succinct, valuable insight into *Europe 1992: Your Business Opportunities*.

Europe 1992 is happening now. The European Community's ambitious single market initiative has already dramatically changed the way Europeans are doing business. The process is irreversible; the pace is rapid and accelerating. If Canadian businesses are to profit from the opportunities that this enormous market will bring, they must be well informed.

That is one of the responsibilities that EAITC assumes. This publication is the first step in reaching out to the emerging single European market. It will give the base from which to focus in on your particular area of interest. To assist you in your focus, we have an extensive series of publications prepared by both private consultants and interdepartmental working groups, analyzing the specific sectors. (A list of titles follows.)

We also have tangible, practical programs to introduce you to the European market. These are well-publicized through our *Canad Export* publication. Our trade officers in the European Division of EAITC and at the International Trade Centres in the provinces would be pleased to respond to your specific questions. Take advantage of these programs. They are there to be exploited.

To further heighten awareness of the astounding changes taking place in both East and West Europe, we are co-sponsoring conferences, seminars and workshops all across Canada. Each one is unique. Each focuses on areas of interest to that region, brings in specialists in those fields, and distributes documentation pertaining to those sectors. Your participation is always welcome. These are publicized through *CanadExport* and organized by the European Community Trade Policy Division of EAITC, phone 613-996-2727.

## Publications

Publications in the series *1992 Implications of a Single European Market* include: Agriculture and Food Products; Consumer Goods and Cultural Industries; Telecommunications and Computers; Automotive Industry; Minerals and Metals; Forest Products; Defence, Aerospace and Transportation; Specialty Chemical Products, New Materials, Pharmaceutical and Biotechnology; Industrial Products and Services; Financial Services; Fisheries Products; and Professional and Consulting Services.

Inter-departmental working group reports, which are more technical in nature, are also being published on these sectors and are available for general distribution.

For more information on publication availability please contact the EAITC INFO EXPORT hotline 1-800-267-8376.

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Min. des Affaires extérieures

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