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MARKET STUDIES FOR SOUTH AND SOUTHEAST ASIA

The Minister for International Trade, the Honourable Pat Carney, announced today that a number of new market studies on specific industry sectors in South and Southeast Asia countries are being made available to Canadian exporters. The studies were commissioned by the Department of External Affairs with funds from the Asia-Pacific component of the National Trade Strategy.

These studies will be sent to Canadian companies on request and are also being provided to the provincial governments. "The studies have proven to be an excellent means of informing firms about promising markets of opportunity for exports and joint ventures in South and Southeast Asia", the Minister said. In these growing markets, Miss Carney emphasized that good personal contacts and competitive products are essential to business ventures in the Asia-Pacific Region. The studies provide detailed market analyses for Canadian manufacturers and suppliers on commercial opportunities that exist in the South and Southeast Asia region.

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For more information, please contact:

N.P. Godfrey
Tel.: (613) 995-7659

or

Pierre Pichette
Media Relations Office
Department of External Affairs
Tel.: (613) 995-1874

Minister for
International
Trade

Ministre du
Commerce
extérieur