

# CANADIAN EXPORT

Dept. of External Affairs  
Ministère des Affaires Étrangères  
JUN 15 1994  
RETOURNER À LA BIBLIOTHÈQUE DU MINISTÈRE

Vol.12, No. 11

June 15, 1994

## Market Trends

### Exporting Engineering Services to Asia

Last spring, Gail McBride, the author of this article, visited a number of Asian countries while on an executive exchange with H.A. Simons Ltd. Her findings, in this report which is excerpted, with permission, from The B.C.

Exporter, should be of interest to exporters of engineering services.

The objectives of the trip were to assess the market trends and procurement of engineering services in Asia, to gather information on project financing and, generally,

to examine the changing business environment and how companies will have to position themselves to remain competitive.

A few observations:

**The private sector is now expected to take on a greater role in funding infrastructure projects.**

The lack of money in government treasuries and pressure on traditional aid institutions such as the Asian Development Bank (AsDB), coupled with strong de-

### Winning AsDB Contracts

THE ASIAN DEVELOPMENT BANK was established in 1966 to help accelerate economic and social development in the Asia-Pacific region. The AsDB, which is headquartered in Manila, is an important source of business opportunities in the region. In 1993, the Bank's total procurement was valued at US\$3,611 million representing contracts awarded for the purchase of goods, related services, civil works and consulting services.

The AsDB Liaison Unit of the Canadian Embassy in Manila prepared a brochure called: *Winning Asian Development Bank Contracts: Assistance and Services Available to Canadians Pursuing AsDB Projects.*

The brochure offers suggestions on how Canadian firms and individuals can win consideration for Asian Development Bank contracts. English copies (Code 182 CB) are available from InfoCentre. (See box page 8).

### Trade Fairs Focus p.p. 4-6

mand for capital because of the growing Asian economies, is resulting in a push for co-financing of infrastructure projects with the private sector.

Aid institutions are directing most of their lending to the energy, transportation and urban sectors. Indonesia, India, China and Thailand receive the most aid dollars.

The AsDB is integrating techni-  
*Continued on page 2 — Engineering*

### FARM EQUIPMENT TO GERMANY

Two recent trade missions to the new Federal States of Germany are beginning to pay dividends for Canadian companies.

The missions discovered that a large potential market exists for Canadian farm equipment and technology, especially in the former East Germany, as it attempts to modernize its manufacturing, agriculture and infrastructure.

With more than C\$100 billion invested in infrastructure, major new construction projects by international conglomerates are evident throughout Germany which now provides an excellent entry point for the vast Eastern

European and Commonwealth of Independent States markets, and the European Community.

Suggestions for capitalizing on this opportunity include utilizing the large manufacturing over-capacity in the former East Germany for final assembly of Canadian products, or for manufacturing Canadian products under license.

Most of the seven companies that participated in the mission have begun to pursue business agreements with German companies and recommendations have been made to follow up this mission with other trade initiatives.

*Continued on page 2 — Farm*

#### INSIDE

BUSINESS OPPORTUNITIES .....	3
TURKEY, NO MYSTERY .....	3
SUPPLEMENT: ACCESS .....	I-IV
FAX SERVICE USER FRIENDLY .....	7
AGENDA/PUBLICATIONS .....	8