

directed to the agricultural and fisheries sectors, with an increasing focus on the manufacturing sector.

3.3 Export Marketing Efforts

Trade missions and other high level visits, and marketing studies between Canada and the Philippines play an important role in promoting Canadian capabilities, products and services in the Philippines.

Interest has been largely concentrated in the agriculture and food sectors and the mining and energy sectors. Aside from missions sponsored by the federal government, Quebec, Ontario, Alberta and British Columbia have been the most active provinces in promoting exports to the Philippines. An increasing number of business missions and visitors have also focused attention on opportunities associated with Asian Development Bank funded projects in the region. (The headquarters of the Asian Development Bank is in Manila.)

High level visits supporting the bilateral economic relationship have included: President Corazon Aquino's visit to Canada in November 1989, the first ever by a Filipino President, Foreign Minister Manglapus visit to Canada in October of 1990 for the Special Canada-ASEAN Ministerial Meeting, and Minister of External Relations and International Development Monique Landry visit to the Philippines in April 1991. Senior officials of the Department of Environment and Natural Resources, the National Mapping and Resource Information Authority (NAMRIA) and various telephone and broadcast companies have visited Canada to meet with Canadian companies, see Canadian installations and attend events in Canada such as TEMIC (Telecommunications Executive Management Interchange Centre) courses, and Globe 90 and 92 (environment), and Intercomm 91 (telecommunications). Twenty-five Canadian companies participated in the 3rd Asia Pacific Mining Conference in Manila in 1992.

Market studies of various sectors of the Philippine economy have been conducted in the following areas and are available from External Affairs and International Trade Canada (EAITC):

Aquaculture	1990
Cable TV & Broadcast Equipment	1989
Hospital Medical Equipment & Supplies	1989
Mining Industry	1989
Used Equipment	1989

The Program for Export Market Development (PEMD) has also been used effectively in the Philippines by Canadian companies. The program is designed to stimulate increased export sales of Canadian goods and services abroad. Since 1980, over \$2.3 million in support has been offered through PEMD for 335 projects. The sales generated as a result of these grants since 1971 have reached approximately \$279 million.

The Export Development Corporation (EDC) has provided over \$60 million in long-term credits over the past decade in support of the sale of machinery and equipment in the mining, telecommunications and power distribution sectors. In 1989, the EDC established a line of credit for up to \$27.1 million (in parallel with a CIDA contribution of \$14.6 million) with the Government of the Philippines to support projects in rural telecommunications. Financing under this facility has been fully committed. A second major credit project has been awarded for the supply of typhoon resistant steel poles to the National Electrification Authority. A number of transactions are currently under consideration for potential EDC financing and insurance support in a variety of sectors, including aircraft, resources management, telecommunications and power sectors. Due to limited funding availability, EDC financing will be provided on a case-by-case basis.

A Canadian Chamber of Commerce of the Philippines was formed in October 1989 to promote Canadian business interests in the Philippines. The Chamber has about 200 members, consisting of resident Canadian business persons and local representatives of Canadian companies.

In early 1990, the first Canadian-Philippine Business Directory was published. The directory, intended to help raise the profile of the Canadian business community in the Philippines, includes over 200 entries from Canadian firms represented or established in the Philippines as well as local firms providing services to the business community.