

the United States, South America and Southeast Asia. Information will be exchanged and issues discussed, as they arise, and a work plan will be implemented: ongoing (DFAIT, IC, missions).

Original Equipment Manufacturers

Sourcing/Trade Development

Analyses and surveys will be undertaken of parts/materials sourcing patterns by new entrant assemblers and market intelligence from missions. Strategic visits will be made to assemblers to assess potential for supply and export of vehicles and OE/AM parts. Auto parts missions will be arranged as appropriate (DFAIT, IC, APMA, AIA, missions).

Improved contacts between Canadian suppliers and Japanese assemblers in North America will be promoted through corporate visits and technical seminars in key locations to increase OE parts sourcing in Canada from \$1.4 billion to \$3 billion over the next two years (DFAIT, IC, Pacific Automotive Co-operation Inc. [PAC], APMA, missions).

Promotion will be undertaken in key markets to raise the profile of the Canadian sector and to demonstrate OE parts supply capability (sourcing and exports) through seminars and fair participation in Japan, Germany and the United States, and through industry participation in an international business conference in Japan (DFAIT, IC, APMA, Ontario, Quebec, missions).

Assessment visits will continue in emerging markets, particularly China and Brazil, to analyse the full scope of sourcing and investment opportunities, and to obtain more detail on trade, distributor networks and trade associations.

Investment/Technology Acquisition

There will be analyses and visits to assemblers in Canadian-based plants to promote the assignment of key product mandates in plants here; to continue assembly expansion investments, as markets dictate; and to discuss their ability to assist the OE parts sector for design-in capability: ongoing (IC, Ontario, Quebec, missions).

Tier One parts manufacturing (systems integration) will be promoted in areas, where Canada needs more depth, as will new/complementary investments such as auto electronics and drive train parts. The focus will be to promote business partnering, joint ventures, licensing and alliances, particularly in Japan, Germany, France and Austria, using incoming partnering missions and targeted visit programs to Canadian-based and offshore companies (DFAIT, IC, PAC, missions).

To promote technology inflow, analytical documents will be prepared, technical/diagnostic workshops will be held to improve manufacturing, and responsive government technology policies and programs will be highlighted: ongoing (IC, PAC, Ontario, Quebec, missions).

To increase foreign investments, an examination and comparison of competitiveness of the Canadian investment climate versus that in other jurisdictions will continue, and investment promotion presentations will be maintained. Information seminars in Canada, with speakers invited from the relevant territories, will be considered (DFAIT, IC, APMA, AIA, Ontario, Quebec).

Research and Development

Using the media and bilateral technology development programs, R&D in Canada will be increased by promoting a greater awareness of both the Canadian R&D tax benefits, and the availability of national and provincial labs (IC, DFAIT, Ontario, Quebec).

Aftermarket and Services Industries

Sourcing/Trade Development

Opportunities for Canadian AM suppliers will be increased through participation in international automotive trade shows in the United States, Mexico and Europe, and through identified distribution networks, catalogue shows, and incoming buyers' missions from Japan, the emerging markets and elsewhere. New emphasis will be given to new opportunities in North American jurisdictions, where emission and safety-standards laws are in place or planned, and to the promotion of Canadian expertise in warehousing, distribution systems and inventory management (DFAIT, IC, AIA, missions).

Producing documents, holding seminars and organizing market-assessment visits in Latin America, India and the Pacific Rim, there will result in the collection, analysis and dissemination of sector information on new opportunities (DFAIT, IC, AIA, missions).

Seminars will be held and information/intelligence will be disseminated from missions to develop the capabilities of new exporters and enable them to better respond to new opportunities (DFAIT, IC, AIA).

International alliances will be fostered at the trade-association level.

Canadian companies will be encouraged to participate in "non-traditional" trade shows in Prague, Warsaw and Dubai.

Emphasis on incoming buyers' missions will be increased.

Development and publication of sectoral country market profiles will be continued.

Investment/Technology Acquisition

Global awareness of Canadian supply capabilities will be increased, and AM investments in complementary product lines from the United States and Europe will be promoted, through participation in trade fairs (see sourcing), promotion of joint ventures and licensing, and the publication of an AM exporters' directory (DFAIT, IC, AIA).

New process and product technology (particularly in Europe), and competitive packaging developments will be monitored: ongoing (DFAIT, AIA, missions).

To improve Canadian competitiveness and capability in the AM sector, an industry group will study packaging, and Intelligent Manufacturing Systems Canada will examine processing manufacturing: ongoing (AIA, Packaging Association of Canada).

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