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Increased Demand for Security Services Means Market Opportunities in Belgium

Expected to grow at an annual rate of 5 per cent, the market in Belgium for security services and equipment offers opportunities for Canadian exporters, says a report received from the Canadian Embassy in Brussels.

According to the review of this sector, there are two totally different markets in Belgium for security equipment. One is a limited market for non-professional, low-priced products, sold mainly through do-

it-yourself distribution outlets and mail order catalogues.

The second market demands sophisticated and reliable products

and services. This sector has very good growth potential — given that potential robbery and break-in targets are being advised by all insurance companies that coverage will be provided only when approved equipment — put in by licensed installers and covered by an adequate maintenance contract — is in place.

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New Zealand Imports from Canada Require Health Certificates

The New Zealand Customs has published the following inventory of products imported from Canada which require a health certificate before they may be released from Customs control. They include:

- Breakfast cereals and mueslis
- Cereal, flour and starch preparations
- Cereals, whole grain
- Cheese
- Crustaceans and molluscs
- Desiccated coconut
- Edible nuts
- Extracts of juices of meat, fish, crustaceans or molluscs
- Fish and fish products
- Flours and meals of oil seeds or oleaginous fruits
- Frozen frog legs
- Fruit, dried, glace, candied or crystallized
- Fruit and vegetable juices
- Fruit, nuts, fruit peel and other parts of plants
- Herbs, spices and curry powder

- Mushrooms and truffles, prepared or preserved other than by vinegar or acetic acid
- Nuts, ground nuts and other seeds
- Other vegetables prepared or preserved other than by vinegar or acetic acid, not frozen
- Prepared or preserved meat in airtight cans or jars excluding preparations of blood
- Prepared or preserved liver of animals
- Prepared or preserved turkey
- Sauces and preparations thereof
- Sesame seeds
- Sesame seed oil and
- Soups, broths and preparations thereof.

For more information on market access into New Zealand, contact Ray Buciak, Asia Pacific Trade Division (PST), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.:(613)996-5945. Fax:(613)996-4309.

Market Growth

The report says the demand (imports totalled US\$360 million in 1990) for high-quality security systems is expected to increase for a number of reasons:

- Belgium hosts large numbers of multinational companies and international organizations;
- the number of intrusions has increased some 300 per cent over the last 10 years;
- there is a certain fear of terrorist activity;
- insurance companies will not cover car theft unless the vehicle is equipped with a licensed system that complies with strict regulations — currently, only 10 per cent of cars on the market are equipped with an alarm system.

Market Access

Canadian companies wanting to successfully enter this very open country — there are no major import barriers — should select a licensed agent/distributor/ installer or set up a subsidiary and go through the licensing procedure.

These companies also should have their equipment approved by

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Canada