

FROM THE GOVERNMENT OF CANADA

External Affairs and International Trade Canada (EAITC) is pleased to offer the Canadian freight forwarding industry, as part of the Going Global trade strategy, this comprehensive study on market opportunities in the European Community resulting from the Europe 1992 initiative and the possible means by which Canadian firms can capitalize on them.

Europe 1992 is happening now. The European Community's ambitious Single Market program has already dramatically changed the way Europeans are doing business. The process is irreversible; the pace is rapid and accelerating. If Canadian businesses are to profit from the opportunities that this enormous market will bring, they must be well-informed.

We also have tangible programs to introduce you to the European market. These are well-publicized through our CanadExport publications. Our trade officers in the European Community Division of EAITC and at the International Trade Centres in each province would be pleased to respond to your specific questions. Take advantage of these programs. They have been established to benefit you.

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