

The major sectors of opportunity throughout the region include power generation, oil and gas development, environmental services and goods, telecommunications and agriculture. Opportunities also exist in the field of education and training.

There is a market for services in South Asia. This includes consulting engineering, geomatics, the environment, and general management services. Investment in the various sectors, including telecommunications, mining and food products is growing, while investment in other sectors, such as insurance, is emerging.

The major potential market sectors by country are:

- **India:** By far the largest market in the region, there is enormous scope for commercial co-operation. Power and energy, environmental products and services, aviation, agri-food and telecommunications are the key sectors, but there are opportunities in virtually all sectors, especially under the reform and liberalization policies of the Rao/Singh regime.
- **Pakistan:** telecommunications equipment and information technologies, agri-food, power and energy, metals and minerals.
- **Sri Lanka:** power and energy, telecommunications, food and beverages, specialized building materials.
- **Bangladesh:** power and energy, oilseeds and wheat, telecommunications.

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Southeast Asia/ASEAN

Introduction

Within the dynamic Asia-Pacific region, the Association of Southeast Asian Nations (ASEAN) is gaining in commercial importance.

ASEAN was formed in 1967 and includes six member countries: Brunei, Indonesia, Malaysia, the Philippines, Singapore and Thailand. ASEAN countries have forged economic, political and cultural ties among themselves and with the international community. Their market-oriented economies are open, dynamic and increasingly prosperous. Over the past decade, the rate of economic growth in ASEAN countries has been among the highest in the world.

Rich in natural resources, the ASEAN region accounts for much of the world's output of rubber, palm oil, tin, copra, copper, sugar, coffee, timber, tropical fruits, liquefied natural gas (LNG) and minerals. The region has also become a market leader in manufactured exports of garments and textiles, electronics and consumer goods.

Business Environment

Canada's economic and commercial relationship with ASEAN as a region is expanding. The dynamic growth and diversification of the economies of the ASEAN member countries offer excellent opportunities for Canadians.

Bilateral trade between Canada and the ASEAN region reached a high of \$4.78 billion in 1993. The total dollar value of trade has increased by 50 percent in the past five years, and almost quadrupled over the past decade. In spite of this increase in total trade, Canadian exports to ASEAN markets in 1993 at \$1.5 billion, remained the same as 1992 levels. At the same time, Canadian imports from the ASEAN region at \$3.26 billion increased by over \$750 million, leaving Canada with a \$1.75-billion deficit in its ASEAN trade.