

- Canada's total exports to Western Europe in 1990 were \$13.2 billion, of which \$11.7 billion went to the European Community (EC). Key strategic priorities for this market are aerospace products and systems, advanced technologies, agri-food, fisheries, transportation equipment and building materials.
- Central/Eastern Europe and the Commonwealth of Independent States are emerging markets of 400 million people offering long-term potential for trade and investment links. Energy equipment, telecommunications and space systems, and agri-food are priority sectors. Other priorities include supporting joint ventures and establishing double taxation and foreign investment protection agreements.

Industry Strategies and Activities

The International Trade Business Plan describes the specific strategies being pursued by the federal government to support the efforts of key Canadian industries.

Industries described include aeronautics, agri-food and seafood products, automotive, bio-industries and health care, chemicals, commercial service and construction, consumer products, electrical and energy, environmental, forest products, industrial equipment and technology, information technologies, materials, ocean industries, space and defence-related technologies, tourism, and urban transit and rail.

Programs and Services

Canadian exporters can participate in trade development activities with the support of a number of programs and services in EAITC, ISTC, and Investment Canada.

Major technology and investment programs and services offered by the government are also outlined in the Plan. Among the major programs exporters have access to are the Program for Export Market Development (PEMD), the Japan Science and Technology Fund (JSTF), the Investment Development Program (IDP) and the Defence Industry Productivity Program (DIPP).