

EEC increased the percentage of Canadian imports which it purchased in processed form from 11.4% to 16.4%, and this accounted for a 50% increase in the percent of total Canadian processed exports which were shipped to the EEC. Although semi-processed goods also became a larger component of total EEC imports, the EEC's share of total Canadian semi-processed exports declined. Thus, while improvement in the value added content of exports to the EEC occurred over the decade, even the 306.5% increase in the level of processed exports was not sufficient to greatly improve the EEC's overall position.

The Newly Industrialized Countries (NICs) and ASEAN nations:

The NICs have become increasingly important markets for Canada over the last decade. The NICs import more Canadian goods than Japan, with imports totalling \$5.7 billion in 1980. The NICs perform even more impressively in the processed category. Not only do they import more Canadian processed goods than Japan, they even import slightly more than the EEC. Furthermore, the pattern of NIC imports is one of strong steady growth. Somewhat surprisingly, however, the NIC's imports are not biased towards processed goods. The NICs import a lower percentage of their imports in processed form, and a higher percentage in raw form, than does the USA. Thus, although the NICs are an increasingly important market for Canadian exports, it is not correct to assume that because they are developing countries they will import processed goods, and our value added problem will solve itself. The evidence is that Canada will have to carefully monitor our exports to the NICs in an attempt to take the greatest advantage of developing opportunities.

The ASEAN countries have been noted to be greatly expanding, and could therefore be considered promising potential markets. This is most evident in the area of semi-processed goods in which imports from Canada have grown by almost 1800% over the last decade. They presently import 1.6% of Canada's semi-processed exports which would, were they a country, make them our 9th most valuable importer of semi-processed goods. The ASEAN nations import 62.0% of their Canadian goods in semi-processed form and 25.3% in processed form. Although their processed imports constitute only one quarter of their total imports, the value of the ASEAN nations' processed imports would be sufficient to rank them 9th as a Canadian export market. In raw material imports they would rank 21st. The strength of the ASEAN nations in the processed and semi-processed categories would be sufficient to rank them 12th overall. Thus, although