

in Europe, with the exceptions of Germany and Switzerland, have followed this general trend.

Canadian exports to Europe have had a somewhat lower proportion of end products than the average for Canadian exports. However, the proportion of end products increased markedly from 22% in 1988 to 31% in 1993. It is tempting to conclude that this shift to end products means that Canadian exports to Europe are now producing superior economic benefits for Canada. However, the input-output model analysis mentioned above would not support this conclusion. The results of this study showed that the job creation effects of Canadian exports to the EU did not, per dollar of exports, produce markedly better paying jobs when compared to Canadian exports to the Asia-Pacific region or the U.S.. Moreover, as noted earlier in the section on the Asia-Pacific region, exports to the EU produced, per dollar of exports, fewer jobs than exports to the Pacific Rim.¹⁵

For Europeans as well as Asians, Canada is not an important trading partner. In both 1988 and 1992, roughly 1% of the EU's total imports came from Canada.¹⁶ Similarly, in both 1988 and 1992 roughly 1% of EU exports went to Canada. Western European exports to the world (excluding intra-EC trade) grew by some 30% during this period.¹⁷

2.4 Latin America

Latin America has not been as good a market for Canadian exports as the East Asian NICs or the United States. The region's share of Canadian merchandise exports fell to 2% of total exports in 1993 from 5% in 1983.¹⁸ Over the full period reviewed, the rate of growth of Canadian exports to Latin America has been consistently lower than the average rate for Canadian exports. However, Canadian exports to Latin America have been persistently under-reported because of transshipment through the United States. For example, registered Chilean imports from Canada were US\$50 million more than Canadian registered exports to Chile in 1993.¹⁹ More accurate statistics on Canada's trade with Latin America, if they were possible,

¹⁵ McCormack, *The Impact of Exports*, pp. 50-1.

¹⁶ GATT Secretariat, *International Trade Statistics 1993* (Geneva 1993), p. 84.

¹⁷ IMF, *Direction of Trade Statistics Yearbook 1993*, p. 57.

¹⁸ Canadian exports to Latin America were 4% of total Canadian exports in 1973.

¹⁹ IMF, *Direction of Trade Statistics Yearbook 1993*, pp. 149, 156.