

4 percent, machinery 16 percent, petroleum oils 5 percent, electric and electronic equipment 13 percent and paper (including newsprint) 9 percent. In contrast, exports of fertilizers and other chemical products and of vegetable products have thus decreased in importance.

The composition of Singapore's exports to Canada has also changed over the last decade. In 1993, 82 percent of Singapore's exports to Canada were electronic and electrical equipment (and components) including computers, televisions and machinery. These products have replaced the more traditional exports and re-exports of rubber, textiles and clothing, and other miscellaneous manufactured goods.

There are two principal reasons why such a small country accounts for such a significant portion of Canada's ASEAN trade. First, Singapore continues to fulfil its historical role as a transshipment point. *Its' air and sea ports are among the world's busiest and most efficient, and the country is rapidly becoming the business, financial and transshipment centre for much of the ASEAN region.* Although difficult to quantify, more than a third of our exports to Singapore are probably destined for re-export. Second, Singapore is the most advanced country in the region in terms of industrial development.

PRIORITY SECTORS FOR CANADIAN EXPORTERS

Canada's trade strategy has identified market opportunities in:

1. **INFORMATION TECHNOLOGY AND ELECTRONIC PRODUCTS:** Information Technology (IT), telecommunications and broadcast technologies are in great demand in Singapore. *Development as a telecommunications hub, programs such as IT2000 and a major cable TV plan create the demand for products, services and technologies.* Canada's capabilities in these areas is well known and many Canadian firms are already exploring the market potential.
2. **CONSTRUCTION:** *A major S\$10 billion retrofitting and refurbishing of public and private housing program and S\$20 billion worth of new buildings* in Singapore over the next 6-7 years will offer market opportunities for Canadian building materials and products, services, technologies, and select construction equipment and tools.
3. **DEFENCE PRODUCTS:** *All sub-sectors offer opportunity* for Canadian suppliers. The Singapore Air Forces are constantly seeking the most up to date, labour-saving equipment and technologies. Direct sales are possible, although technology-transfer may be required. There is also a market for *sophisticated security end products for both military and civilian application.*