

market share lost since the implementation of the requirement that softwood lumber imports from Canada be kiln-dried or heat-treated. Canada will seek to have a negotiated settlement with the European Commission that would ensure unimpeded imports into the European Union of all fur products without onerous certification requirements. However, if these bilateral negotiations fail, we will defend access to EU markets for furs, including through a reference of these issues to the WTO. Canada supports the objective of an industry initiative to lower the tariff rates on aluminium to the levels applicable to other countries that act as suppliers to the European Union. Going beyond the existing "zero for zero" commitments resulting from the Uruguay Round negotiations, Canada is seeking duty-free commitments in the WTO on wood and wood products, nonferrous metals, and oilseeds and oilseed products. Canadian negotiators are consulting with the European Commission on several agricultural-products access issues, including EU grain subsidies, duties on Canadian wheat, and guaranteed access for Canadian wines, a growing market for which exists in Britain. Access for beef is also being sought through a WTO challenge of the EU "hormones ban."

Export Promotion. In 1997-98, the Canadian High Commission will organize and promote Canadian exporter participation at Helitech in September, at Maritime Defence Exhibition (IMDEX) and at Voice Europe in October, at IWEX (wastewater technology) and at Interbuild in November, and at Oceanology and at Pakex (packaging) in March 1998. With Agriculture Canada, the High Commission will initiate several food promotions around the United Kingdom. The High Commission has excellent downtown seminar facilities for the launch of new products into the U.K. market, and these are used extensively by Canadian exporters in the food and beverage, defence and aerospace, information technology and telecommunications, and medical products sectors. In the area of business and professional services, the High Commission will work with the British Department of Trade and Industry to promote Canadian/British partnerships.

Market Information and Intelligence. The High Commission will continue to advise export-ready Canadian producers on market structure, trends, local capability, competition,

distribution, opportunities, market access, standards and regulations, trade fairs, and other sources of market information and intelligence. Through the Foreign Affairs InfoCentre Faxlink, Bulletin Board, and Internet Websites, the High Commission will disseminate more market information, with greater currency, to more Canadian exporters.

Exporter Education. The provinces will work with the International Trade Centres across Canada to prepare new exporters, particularly in consumer products, for entering the U.K. market. An "account executive" program has been established across several government departments to identify and assist new exporters. The High Commission will work with the Account Executive Program to apprentice new exporters to the European market.

Cultural Exports. The High Commission in London will offer advice on the U.K. cultural products market, with heightened attention to commercial opportunities, and it will occasionally act as a conduit between Canadian artists and U.K. presenters. With the reopening of Canada House in the fall of 1997, the High Commission will be able to offer a showcase venue for Canadian artists. A Canada-U.K. commission will discuss the feasibility of a purely financial Canada/U.K. treaty that will make film co-production easier and more flexible. The High Commission will highlight Canadian native art, working in conjunction with the British Museum, and will work towards the establishment of a "registered charity" to promote the creative achievement of the Inuit. In addition, the High Commission will continue to work in partnership with several leading commercial galleries by providing financial assistance towards the promotion of Canadian visual art exhibits.

Tourism. The tourism promotion program will be reorganized in order to enhance the mandate of the Canadian Tourism Commission (CTC), which is to capture a greater share of the anticipated rapid increase in British tourism to North America. The 1997 strategy for the U.K. is to target repeat customers and increase awareness of low- and shoulder-season products; target first-time customers to increase awareness; enhance efforts with the travel trade to introduce and improve products; and develop the conference and incentive travel segments. The

