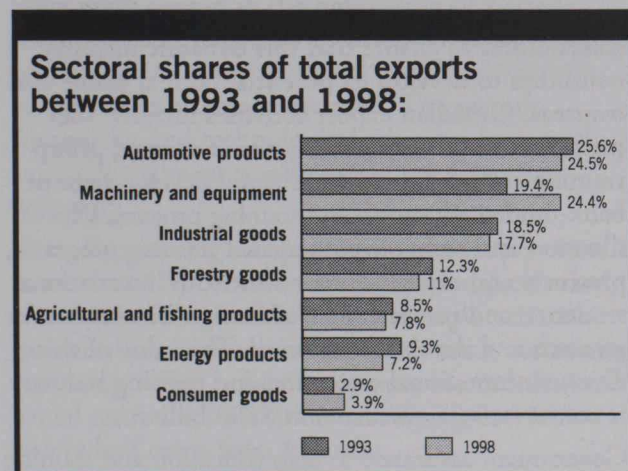


Trade Team Canada Agriculture, Food and Beverages: The agri-food industry accounts for almost 9 percent of Canada's GDP and employs nearly 2 million people. Canadian consumer expenditure on food stands at slightly more than \$91 billion, while agriculture and agri-food exports currently account for almost \$21 billion. This represents roughly 3.3 percent share of the world agri-food trade; and the new goal of the Canadian Agri-Food Marketing Council (CAMC) is to increase this share to 4 percent by the year 2005. To meet this goal, the agri-food sector recognizes that it will have to capitalize on the strong trade performance of processed products. Estimates indicate that success could mean between 120 000 and 170 000 additional jobs.

Trade Team Canada Automotive: Canada's automotive industry is highly competitive, ranking sixth in the world in vehicle production, and fifth in exports. The sector, which includes producers of light-duty vehicles, heavy-duty vehicles, buses, original equipment parts, and after-market parts and service, accounts for 12 percent of manufacturing GDP. Globalization and consolidation in the industry, coupled with the competitive strength of the Canadian supplier base, will provide continuing opportunities for increased trade.



Source: DFAIT/Trade and Economic Analysis Division (EET)

Trade Team Canada Bio-Industries: Canada has the second-largest industrial biotechnology community in the world. The industry consists of some 500 companies, with revenues approaching \$2 billion annually. The enabling applications of biotechnology cross a wide range of industries, including agriculture and agri-food, aquaculture, environment, forestry, health care, mining and energy. Approximately 80 percent of Canada's international business activity in this sector is with the U.S.

Trade Team Canada Building Products: The industry produces a full range of commodities and value-added products, used in residential, commercial, industrial and institutional construction and renovation. Country-wide, in 1997 almost 6 000 separate operations posted \$33 billion in sales and \$13 billion in exports.

As part of this sector, the Canadian housing industry numbers some 100 000 firms. However, it is estimated that only a small percentage of these export as part of their regular business activity. In 1999, the Canadian Housing Export Advisory Council will be established, with representatives from builders, renovators, manufactured housing firms, housing component suppliers as well as professional services. It will work closely with CMHC on the challenge of increasing the number of housing-related companies engaged in international trade, and of strengthening Canada's competitiveness in key housing markets around the world.

Trade Team Canada Electrical Power Equipment and Services: This sector includes consulting engineers, as well as the manufacturers who supply equipment and services for the generation, transmission, distribution and retailing of electric power by utilities and other power producers. Exports by this sector now exceed \$4 billion annually. The U.S. accounts for some three-quarters of this total, but there is growing penetration in a number of non-traditional markets around the world.

Trade Team Canada Environmental Industries: This knowledge-intensive sector comprises more than 4 000 highly innovative SMEs and directly employs 123 000 people. It generates some \$20 billion revenue annually, of which 10-15 percent is attributable to exports. About 800 firms now export in this field – mostly to the U.S., though offshore markets are becoming increasingly important due to their higher growth rates. The overall global market is growing, especially in the water and wastewater segments, and will reach US\$500 billion by the year 2000.

Trade Team Canada Health Industries: This sector covers pharmaceuticals, medical devices and health-care services. Exports are a primary activity, mostly to other industrialized countries, but increasingly to the developing world. Canadian companies are well positioned to capture opportunities in growing fields such as medical imaging, home telecare, telecardiology and consumer health information systems.