

CANADEXPORT

SEPTEMBER 1995

RETURN TO DEPARTMENTAL LIBRARY

RETOURNER À LA BIBLIOTHÈQUE DU MINISTÈRE

Vol.13, No. 15

September 18, 1995

Colombia a Growth Market for Canadians

Mexico, Brazil and Venezuela may be Canada's three leading export markets in Latin America but the fourth one, no longer a secret to some Canadian companies, is Colombia, a market that is growing in importance.

In 1994, Canadian exports to the four-country region grew by 21 per cent over the previous year. Leading this growth was Colombia with 87 per cent of the share, a figure which translates into Canadian exports to Colombia in excess of \$450 million.

Investment

Much of this growth in activity is due to a rising Canadian investment in the region, including in cellular phone systems and networks, and in investment in petroleum and natural gas delivery

projects which will generate export opportunities for Canadian manufacturers of pumps, valves and monitoring equipment. Investment has not been limited to mega projects. Although privatization in the energy and transportation fields will continue to attract major interests, others

are attracting the interest of: a Canadian business in a chain of frozen yogurt outlets; the manufacturer of modular office systems; and a leading Canadian producer of alcoholic beverages.

The investment climate

in Colombia is very positive — today, the governments of Canada and Colombia are in advanced negotiations to secure an investment protection agreement — and, with the opening of the economy (*apertura*), there has been a rush to modernize existing plants and to manufacture new products.

INVITATION

Zen Burianyk, Commercial Counsellor, Canadian Embassy, Bogota, will be visiting several Canadian cities between September 18 and October 11, 1995. Companies wishing appointments should see the Business Agenda, page 16.

Canadian Initiatives in Singapore

By Catherine Wheeler, Editor, RAPPORT Quarterly, Canada-ASEAN Centre, Singapore

Tiny but dynamic Singapore sits at the heart of the Association of Southeast Asian Nations (ASEAN), a natural centre for Canadian businesses working in the region.

Major Canadian corporations are quickly realizing that Singapore is the ideal location for a regional ASEAN office. Manulife, Teck Resources, Canadian Steamships, SNC Lavalin and Canadian Imperial Bank of Commerce have all hung up their shingles in the past year alone. Smaller Canadian companies, many specializing in consulting and information tech-

nologies (IT), continue to establish themselves here. Industry giants Bata and Northern Telecom have been in Singapore for many years.

Osler Renault, Canada's leading law firm, opened a regional office in Singapore in 1994 to serve the legal needs of Canadians and their trading partners in Southeast Asia — the only Canadian law firm in the region.

Although Singapore's domestic market is smaller than those of neighbouring ASEAN countries, it offers good opportunities

Continued on page 6 — Canadian

Imports

Colombia is continuing its track record of many years of uninterrupted growth (5.6% last year) with the result that there is a high

Continued on page 4 — Colombia

INSIDE

SHARING TRADE SECRETS.....	2-3
IFI PROCUREMENT.....	7
CULTURE IS IN.....	9
BUSINESS OPPORTUNITIES.....	10-11
TRADE FAIRS.....	12-14
PUBLICATIONS / AGENDA.....	15-16