

of the German market. Trade development activities undertaken by the Canadian government trade offices will continue to identify the most promising market opportunities and to increase German awareness of the products and capabilities of Canadian firms.

Given the openness and sophistication of the German market, a sustained marketing effort by the Canadian private sector will be the most important element in achieving improved sales to the F.R.G. The federal and provincial governments' role is to support those efforts through a variety of instruments.

Continued use of the Fairs and Missions Program is planned. The key international fairs in Germany will continue to receive attention, with special emphasis on those dealing with industrial sectors identified here and those offering proven exposure to such other key export sectors as agricultural products. To a lesser extent, trade missions composed of high-level officials and/or of businessmen, will be organized.

Exporters will be encouraged to use the PEMD Program to carry out market assessments, to participate in trade fairs, and to sustain export market development. Complementary to those instruments are the ongoing counselling and assistance available from government trade officials and regional offices. The primary sections of the Department of External Affairs, responsible for implementation of this export marketing plan, are the European Summit Countries and EC Trade Development Division of the Europe Branch and the Embassy and Consulates General in Germany. Selected industry sector branches of the Department of Industry, Trade and Commerce and Regional Economic Expansion will assist industry in sector-specific areas to take advantage of opportunities described here.

The key to successful implementation of the plan depends upon the co-ordination and co-operation of all federal departments and provincial governments, and aggressive involvement by the Canadian business community. Consultation in the formulation of strategy with the provinces has been an essential element in guaranteeing that mutually beneficial marketing goals have been established. Discussions with businessmen and associations have provided input from the private sector into the plan. Given this co-ordinated effort, there is every reason to expect that, with aggressiveness, persistence and adaptability to the needs of the market, Canada's export objectives in Germany will be attained.