

appellation labelling, wheat, and other grains. Hundreds of millions of dollars are at stake.

Aggressive intervention by the Union's member States calls for ongoing monitoring and intervention by the Canadian government. This is key to penetrating the market.

Canada has no choice but to be competitive in this marketplace, with its large number of consumers, their strong purchasing power and demand for novelty. Canada's competitors have a strong promotional presence.

C. Activities

i) Disseminating Trade Information

Before NAFTA and the Maastricht Treaty, trade-related enquiries dealt almost exclusively with markets for products.

Today, most enquiries relate to regulations, market access and opportunities for alliances and investments.

Ways to successfully disseminate trade information include: a) using appropriate government networks (e.g. WIN EXPORTS, IBOC/COAL, AGRINET); b) participating in targeted activities and presenting reports: seminars, visits to companies; c) lobbying; d) publishing market studies.

ii) Harmonizing or Adjusting Regulations

While tariffs are no longer a hot issue, problems related to regulation continue to mount.

Beyond their common stance, member States of the EU also have national regulatory requirements. Though some say that all the decisions are being made in Brussels, each capital also plays a role.

iii) Promoting Canadian Products

Private enterprise is increasingly taking responsibility for this function. The role of government is shrinking even as calls for government action on trade policy issues are multiplying. However, when it comes to major trade events, only the government can provide the modicum of co-ordination needed to project a national image. While Canada's competitors also face mounting trade policy interventions, they are conducting generic promotion to counteract the perverse effects of non-tariff barriers. They continue to allocate fairly substantial resources to promotion.

Successful means of promotion include:

a) Co-ordinating Canada's attendance at major national, regional and international trade fairs (of which there are many in France), including:

SIAL (every two years): agri-food, fish and non-alcoholic beverages

SIMA/SIMAGENA (every two years): animal genetics, agricultural supplies and equipment

VINEXPO (every two years): wines and spirits

FIE (every three years in Paris): food ingredients

EUROBIERE (every two years): beer, micro-breweries, hops, barley and all ingredients and equipment.