

The Program for Export Market Development (PEMD) is EAITC's ongoing program to stimulate increased export sales of Canadian goods and services abroad. Since 1980, over \$4 million has been spent on 560 approved projects pertaining to Singapore under this program. The sales generated as a result of PEMD grants have totalled close to \$83 million since the inception of the program in the early 1970s.

A number of further initiatives have been undertaken under Canada's National Trade Strategy to provide Canadian companies with information on opportunities available in a number of discrete sectors of the Singapore economy as well as support their participation in important trade shows held in Singapore. An average of \$85 000 is being spent annually on initiatives directly supporting Canadian business interests in Singapore. Sectoral market studies conducted to date are listed in Table 4.

The Canadian Manufacturers' Association (CMA) signed a Memorandum of Understanding (MOU) with the Singapore Manufacturers' Association (SMA) in November 1988. The MOU is designed to promote trade and investment linkages between the Canadian and Singaporean business communities. The President of the SMA visited Canada in April 1989 and his counterpart of the CMA visited Singapore in July of the same year. The CMA has undertaken trade missions to Singapore in each of the last three years.

A Canadian Business Association, based in Singapore, was created in 1981 in response to the growing presence of Canadian companies and business interests in the country. It has also developed into the focal point for Singaporean businesspersons wishing to do business in Canada. Over the past two years, the membership of the Association has grown to approximately 300 members. The Association is extremely active, holding monthly luncheons featuring prominent guest speakers from business and government, publishing a quarterly newsletter and working through various subcommittees to promote Canadian trade and business interests in Singapore. Two other groups, the Canadian Alumni Association (a grouping of Singaporean graduates of Canadian universities) and the Canadian Association (a grouping of Canadians residing in Singapore), also contribute in a significant manner to promoting trade and economic ties between the two countries.

A Canada-Singapore Business Association was established in August 1989 and officially launched in March 1990 in Vancouver. It will assist in identifying trade and business opportunities in Canada and Singapore and provide contacts to potential investors. This Association will be a counterpart to the Singapore-based Canadian Business Association, pursuing similar mandates. There are, however, no official links between the two bodies at present.

Table 3 Singapore's Principal Exports to Canada
(\$ millions)

PRODUCT CATEGORY	1980	(%)	1985	(%)	1989	(%)
Telecommunications, electrical equipment and parts	43.2	(28.8)	85.4	(40.5)	168.2	(33.3)
Automatic data-processing machines and equipment	0.4	(0.2)	3.3	(1.6)	167.5	(33.1)
Other machinery, mechanical appliances and parts	3.2	(2.1)	7.3	(3.5)	59.0	(11.7)
Textiles and articles	8.0	(5.3)	16.8	(8.0)	32.8	(6.5)
Organic chemicals	—	—	15.8	(7.5)	15.0	(2.9)
Rubber and articles	51.8	(34.6)	44.9	(21.3)	8.7	(1.7)
Base metals and articles	3.9	(2.6)	9.1	(4.3)	8.3	(1.6)
Misc. manufactured articles (furniture, toys)	12.0	(8.0)	4.6	(2.2)	7.8	(1.5)
Wood, pulp, paper and articles	3.7	(2.4)	4.2	(2.0)	6.3	(1.2)
Fish, crustaceans, molluscs, etc.	0.6	(0.4)	1.1	(0.5)	5.2	(0.1)
Animal, vegetable fats and oils	6.9	(4.6)	1.9	(0.9)	1.5	(0.3)
Animals and products	7.5	(5.0)	1.8	(0.8)	1.1	(0.2)
Other	8.4	(5.6)	14.2	(6.8)	16.5	(3.3)
TOTAL	149.6	(100)	210.4	(100)	502.4	(100)

Source: Statistics Canada