
INTRODUCTION

The European Community (EC) has a population of some 320 million and generates almost one-fifth of the world's goods and services. It is the largest trading entity, accounting for about one-sixth of world trade, excluding trade among themselves. The European Community represents by far the greatest concentration of economic wealth, industrial power and technological capability outside North America. Trade relations between Canada and the Community are governed by the General Agreement on Tariffs and Trade (GATT) and the Framework Agreement for Commercial and Economic Co-operation, which was signed in 1976.

This book has been designed to help Canadian exporters realize more fully the attractive market opportunities awaiting them in the European Community. The Western Europe Trade, Investment and Technology Division in External Affairs and International Trade Canada will be glad to provide current and more detailed information on the regulations and conditions mentioned in this guide, as will the Canadian trade commissioners in our embassies abroad and in the International Trade Centres in Canada.

External Affairs and International Trade Canada has also produced a number of brochures that provide general advice on how to export and others that detail the department's programs for export development and technology inflow. To obtain copies you should contact either the International Trade Centre in your province or the trade information hotline.

Addresses and telephone numbers for the references noted above are listed either on the title page or in the back pages of this brochure.