

SUMMARIZED ACTION PLAN

<u>TIMING</u>	<u>ACTIVITIES AND EVENTS</u>	<u>PRIME RESPONSIBILITY CENTRE*</u>
	Computers and Related Products	
Ongoing	Utilization of PEMD-B and PEMD-F in support of market identification and sustained export market development by Canadian firms.	DEW/FELA
1983	Assist companies with complementary products to develop a common approach to increase their impact on the French market.	FELA/Embassy, Paris
1983-1984	Participate in International Data Processing, Remote Processing, Communication and Office Organization Trade Fair (SICOB)	FELA/DEW Embassy, Paris
1983-1984	Market data on potential for specific Canadian equipment will be prepared for utilization by Canadian manufacturers.	Embassy, Paris FELA
1984	Participate in the Hanover fair.	DEW/FELA Consulate General, Hamburg
	Fisheries Products	
Ongoing	Make Canadian firms more aware of the requirements for entry into the French fish market.	Embassy, Paris EFCP
	Provision of information to Canadian exporters pertaining to developments in the EEC and France which may affect access to the market.	Embassy, Paris BREEC
	Promote and facilitate co-pack agreements and long-term contracts with French wholesalers and processors.	Embassy, Paris EFCP
	Utilization of PEMD-Food in support of Canadian exporters seeking to develop markets in France.	EFCP/DEW
1983	Sponsor official participation in ANUGA, (in Cologne, F.R.G.)	EFCP/DEW Embassy, Paris Consulate General Duesseldorf
1983	Research market possibilities for non-traditional fish species.	Embassy, Paris EFCP
1983-1984	Research possibilities for marketing fish to third countries through French-based companies.	Embassy, Paris EFCP
1984	Participation in International Food Products Exhibition (SIAL)	EFCP/Embassy Paris
	Packaging and Labelling Equipment	
Ongoing	Support and assist companies participating at key fairs and exhibits in Europe and encourage these companies to follow-up with the assistance of PEMD.	GMEE/DEW Embassy, Paris
1983	Update technical brochures.	GMEE
	Energy Products	
Ongoing	Monitor coal and natural gas demand in France as well as the French government plans for energy reconversion; inform the Canadian industry.	Embassy, Paris
	Organize missions of potential French investors to Canada.	Embassy, Paris DEW/GRPI
1983	Undertake a comparative study of transportation costs for coal.	GRPI

* The symbols for contacts are listed in the Glossary of Abbreviations, page 42. The federal contacts indicated have the primary responsibility for the implementation of the activities/events; others (not listed herein) may have secondary responsibilities.