

BACKGROUND

The International Trade Business Plan sets out the international trade, investment and technology acquisition strategies, programs and activities of External Affairs and International Trade Canada (EAITC), Industry, Science and Technology Canada (ISTC) and Investment Canada.

The Plan provides an overview of each geographic market and industry sector; a summary of our proposed programs and activities by industry sector, organized by market and date with contact phone numbers; a summary list of available programs and a list of regional contacts.

Market Overview and Strategies

The following are the major elements in the Plan related to market opportunities and strategies:

- The U.S. is our most important trading partner, absorbing 75 per cent or \$105 billion of Canada's merchandise exports in 1990. Canadian companies are increasingly taking advantage of opportunities presented by the implementation of the Free Trade Agreement (FTA). Priority sectors for this market include computers, telecommunications and the environment. Other priorities include the education of new exporters to the U.S. market and helping more traditional industries develop niche markets.
- By the year 2000, Latin America and the Caribbean will provide a market of 600 million people with a purchasing power of US\$1 trillion. A central element of the Latin American strategy is completion of a North American Free Trade Agreement among Mexico, Canada and the United States. Priority sectors for this region include agri-food, power, and construction equipment, automotive parts and advanced technologies.
- With 1990 exports of \$8.2 billion and \$50 billion in direct and portfolio investment in Canada, Japan is our second-largest customer and a major source of investment, technology and tourism revenues. Canada's strategy for this market is to expand exports of manufactured goods, acquire technology and promote Canada as a target for investment and tourism, while continuing to export natural resources.
- East Asia is a region of tremendous economic diversity and market potential. Key priority sectors include agri-food, telecommunication and transportation equipment, energy and power technology, health products, financial and educational services, and space systems.