The major potential market sectors by country are:

- **Korea:** transportation (specifically aerospace, as Korea will soon upgrade air traffic control and airport facilities); power and energy (e.g. CANDU-related equipment and support, electrical transmission and distribution); environmental technologies, equipment and consulting services; tourism; value-added food products (e.g. processed goods).
- **Taiwan:** infrastructure-related industries (construction, building and construction materials, engineering and consulting services); advanced equipment sales (plant automation machinery, components and consulting services); environmental technologies, equipment and consulting services (pollution control and abatement issues are rising to the top of government agendas, drawing increased legislation and funding); legal reform; tourism.
- **Viet Nam:** infrastructure-related industries (construction, engineering and consulting services); transportation (vessel traffic management systems, air traffic control and broad construction); agriculture-food (high-quality livestock and food-processing equipment); telecommunications and informatics (digital-switching equipment, rural telecommunications and multiplexing systems); oil and gas exploration and development (recovery and distribution technology, equipment and expertise).

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South Asia

Introduction

In 1993, Canada's merchandise exports to South Asia totalled $400 million. South Asia has not been a traditional Asia-Pacific market for Canadian goods, services and investment. This is rapidly changing as the countries of South Asia turn away from inward-looking economic policies, open their markets to free competition, and seek to become more engaged with the world economy.

Business Environment

Canadian commercial interest in South Asia has grown exponentially over the past five years. This interest is beginning to be translated into actual business contracts, especially in India. Canada's currency in the region is well founded on development assistance, co-operation through the Commonwealth and the United Nations, and strong human bonds through emigration of large numbers of South Asians to Canada. The fact that the countries of South Asia are English-speaking, democratic and familiar with market structures enhances the business environment.

The financial sector is well developed in South Asia, and the Export Development Corporation has an increased interest in the region. International financial institutions are active in the region, including the World Bank and the ADB. Their activities enhance the business environment, especially in countries such as Bangladesh. Aid-related trade prospects exist in most countries.

Market Opportunities

Canada is recognized in South Asia as a well-developed country, capable of supplying sophisticated, quality goods and services. Beyond this, the countries of South Asia see particular advantages in pursuing partnerships, joint ventures and licensing agreements with Canadian firms. The acquisition and application of higher technology are of special interest.