

Activity	Date	Location	Dept.	Contact
United States				
Alternative fuel vehicle technology mission to:	Aug 1992	Los Angeles	ISTC	613-954-3224
Retooled auto parts, trade mission to:	Oct 1992	Buffalo	ISTC	514-283-7386
Spare parts automotive (aftermarket), trade fair: SEMA	Nov 1992	Las Vegas	EAITC	613-993-5149
Spare parts (automotive), investment initiative: trade mission	Nov 1992	Detroit	EAITC	613-993-5149
Automotive aftermarket in New England, publication:	Dec 1992	Boston	EAITC	613-993-5149
Spare parts (automotive), trade fair: Society of Auto Engineer	Feb 1993	Detroit	EAITC	613-993-5149
Spare parts automotive (aftermarket), trade fair:	Mar 1993	Ohio	EAITC	613-993-5149
Spare parts automotive (aftermarket), trade fair: trucking show	Mar 1993	Louisville	EAITC	613-993-5149
Western Europe				
Workshops and service station equipment/spare parts, trade fair, information booth: Automechanika '92	Sep 1992	Germany	EAITC	613-996-5554
Alternative fuel vehicle technology assessment mission to:	Sep 1992	EC	ISTC	613-954-3224
Automotive spare parts and accessories, trade fair, information booth: Aftermarket '93	Feb 1993	U.K.	EAITC	613-996-5554
Japan				
Auto parts mission to: sourcing, investment and alternate fuels	Oct 1992	Japan	ISTC	613-954-3445
Auto parts, trade mission to:	Nov 1992	Japan	EAITC	613-996-2463
Asia Pacific South				
Truck parts, trade mission to:	Sep 1992	New Zealand	EAITC	613-993-7662
Trade, technology and investment (parts and components), automotive mission to: (joined to Japanese mission)	Oct 1992	Korea	ISTC	613-954-3436
Vehicle industry, trade fair, national stand: Motoquip	Oct 1992	Australia	EAITC	613-995-7652
Latin America and the Caribbean				
Automotive parts and equipment, mission to:	Jan 1993	Mexico	ISTC	613-954-3436

Bio-industries and Health Care Products

(a) Biotechnology

Overview:

- The commercialization of biotechnology is expected to be a major economic force for the next several decades, with global sales — currently at \$6 billion — expected to reach more than \$100 billion by the year 2000.
- Canada has about 300 companies — mostly small firms — developing specific biotechnology products and processes.
- Significant challenges include the identification of investment sources, the development and implementation of a sound, comprehensive regulatory regime for biotechnology products, the attraction of highly qualified researchers and management personnel, the issue of intellectual property rights, and the public perception of the industry.

Product Strengths:

- Canada has developed or is developing biotechnology strengths in the health care and environmental sectors, as well as in such resource-based sectors as agriculture, aquaculture, mining, forestry and energy.

Priority Markets:

- The U.S., Western Europe and Japan.

Key Strategic Priorities:

- *promote alliances between companies to avoid duplication of effort, gain economies of scale, and capture rapidly changing markets;*
- *encourage alliances between producers and potential end users, and between groups willing to share technology;*
- *promote Canada's strengths via ties with foreign industrial biotechnology associations;*
- *showcase Canada's biotechnology strengths during June 1992 International Industrial Biotechnology Conference in Montreal.*

Contact: Biotechnology Directorate
Industry, Science and Technology Canada
(613) 954-3042