

opportunity to explain how Canada manages its renewable resources according to sound, conscientious, and humane criteria for current and future generations.

Investment Promotion. The United Kingdom has been chosen as one of five countries that will be the focus of an aggressive marketing campaign in the federal government's new investment strategy. Domestically, Foreign Affairs and International Trade Canada (DFAIT) and Industry Canada will foster new federal/provincial/municipal partnerships and government/private sector partnerships to attract investment. The Canadian High Commission in London will seek to increase awareness of Canadian technologies in the British business community and to promote Canada as an outstanding investment location; to promote re-investment by existing investors and first-time investment in Canada by U.K. high-growth manufacturers; to promote partnerships with Canadian companies, SMEs in particular; and to help Canadian companies find

British partners for collaborative research and technology-oriented activities. The priority sectors are agriculture, beverage and food products, biotechnology, bio-pharmaceuticals, information technologies, automotive machinery, and aerospace. For 1997-98, strategic alliances priorities will focus on agri-food, multimedia, Internet and computer-telephony integration technologies, biotechnology, pharmaceuticals, ocean technologies, and medical devices. The Canadian government will review the resource levels of the Investment Development Program in London to assess whether it is can meet the new challenge.

Trade Policy. Within the World Trade Organization, Canada will continue to seek the full and accelerated implementation of the Uruguay Round commitments. In bilateral consultations, Canada will push to have the enhanced visual inspection program for exports of softwood lumber adopted by the European Union. This will enable Canadian exporters to regain the

TABLE 3
CANADA/U.S. MERCHANDISE EXPORTS TO THE U.K., 1995 (%)

Product	U.K. imports from Canada as a percentage of U.K. imports from Canada and the U.S.	Product	U.K. imports from Canada as a percentage of U.K. imports from Canada and the U.S.
Coal, oil & gas	20.1	Medical & pharmaceutical	3.4
Wood, pulp & paper	43.1	Telecommunications & electronics equipment	6.4
Minerals & metals	32.8	Transportation equipment	8.0
Food & beverage	19.4	Other machinery & equipment	6.7
Chemicals & plastics	5.7	Consumer products	6.4
Other resource products	17.3	Other	4.4
Semi-manufactured products	8.8	Total imports	10.5

Source: *Business Monitor*, a publication of the U.K. Government Statistical Service

