the fact that Canadian companies will need to act expeditiously and adopt competitive and innovative approaches in order to be successful. To this end, the studies provide detailed market analyses for Canadian manufacturers and exporters of the commercial opportunities that exist in the South and Southeast Asia region."

For more information please contact: Nigel Godfrey South and Southeast Asia Trade Development Department of External Affairs 125 Sussex Drive Ottawa, Ontario K1A OG2 Tel: (613) 995-7662

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