

London-based decision-makers responsible for finance and trade with areas of the world where Britain has traditional ties (Africa, the Middle East and Asia) are encouraged by the authors of the Market Report. They also note that the U.K. will likely continue to be the largest source of overseas tourists coming to Canada.

Mr. Fox said that the United Kingdom market holds long term promise for the Canadian exporter. "Opportunities in the U.K. for Canadian suppliers are still very good, provided they devote the necessary effort to the development of the market", said the Minister.

Exporters are informed in the Market Report of the variety of services available to them through Canadian trade posts in London and Glasgow and various departments of the federal government, as well as through provincial ministries of industry and trade, trade associations and the international centres of Canada's major commercial banks. Mr. Fox encouraged exporters, whether new to the U.K. market or those returning to it after a period of absence, to take advantage of the services available to them.

Mr. Fox also urged exporting companies to use the Export Market Report on the United Kingdom as a source of information on the market and as a reference in the formulation of their own export marketing strategy for the United Kingdom.

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