

## Canada-Thailand Trade

Thailand is Canada's largest trading partner in the Association of Southeast Asian Nations (ASEAN). Two-way trade exceeded \$758 million in 1989, with Canada exporting \$339 million in goods to Thailand and importing \$419 million.

Canada has identified strong market opportunities in advanced technologies, including telecommunications, energy, agriculture and food products and services, and power and energy-related equipment and services.

Raw materials and commodities such as aluminum, asbestos, iron and steel and wood pulp account for about half of Canada's exports to Thailand. However, machinery and equipment, such as boilers, aircraft equipment and other electronic and electrical equipment, have recently become features of Canada's exports to Thailand.

Thai sales to Canada have consisted mainly of textiles, fish, seafood and food preparations, as well as products like jewellery, footwear, computers and other electronic equipment. Automobiles manufactured by a Japanese-Thai joint venture have become a new feature of Thai exports to Canada and have contributed approximately half of the increase in trade since 1988.

Thailand has a population of approximately 56 million and a per capita income of US\$1,176.

The Canadian International Development Agency (CIDA) is actively promoting business development in Thailand through a five-year program focused on building ties between the Canadian and Thai private sectors. The project is called the Thai-Canada Enterprise Collaboration Program and is aimed at promoting the transfer of Canadian technology and know-how to Thailand through joint ventures and other co-operative endeavours between the private sectors in both countries.

In addition, Canada's Program for Export Market Development (PEMD) has supported 297 approved projects at a cost of \$2.3 million, generating \$23 million in sales to Thailand since inception of the program in the 1970s.