

banks. Canadian companies are also represented in Singapore through close to 200 agents and distributors.

Canada's trade strategy has targeted Singapore as a promising market for advanced technology products and services, agriculture and food products, the defence sector, aerospace equipment and services, medical and health products and services and the oil and gas sector. The bulk of these opportunities are associated with Singapore's increased sophistication in the manufacturing and service sectors.

A number of government programs and private sector initiatives have supported Canada's export marketing efforts in Singapore. They have been aimed at identifying opportunities for Canadian exports in specific sectors of Singapore's economy in establishing linkages between the business communities of both countries. In particular, Canadian companies make frequent use of the Program for Export Market Development (PEMD), which is designed to stimulate increased export sales of Canadian goods and services abroad. Since 1980, over \$4 million has been spent on 560 approved projects pertaining to Singapore under this program. The sales generated as a result of PEMD grants have totalled close to \$83 million since the inception of the program in the early 1970's.

A Canadian Business Association in Singapore was created in 1981 in response to the growing presence of Canadian companies and business interests in Singapore. As well, a Canada-Singapore Business Association was established in Vancouver in August of 1989 to assist in identifying trade and business opportunities in Canada and Singapore and to provide contacts to potential investors.

The Canadian High Commission in Singapore has developed a series of sectoral market studies in order to better prepare Canadian business for dealings in Singapore. These studies can be obtained from External Affairs and International Trade Canada, and a full list of available material is shown in the appendix.