dian programs and industrial co-operation opportunities will favour incoming transfer of technology.

The following are those sectors where it has been established that a concentrated support by the Canadian government can play a critical role in expanding Canada's market share and presence:

1. *Computers and Related Products*: Canadian firms in these sectors have demonstrated excellent export capabilities. Currently, Europe is the destination for an important portion of the exports of Canadian firms in this field. Although one can expect an overall restrictive attitude from France in the years to come, its needs for computer-related products are too important in certain areas of the sector to close its doors to imports.
2. *Fisheries Products*: Declining French landings and increased consumption are contributing factors to France becoming a major importer of fisheries products. The landings, which have decreased due to the depletion of traditional fishing grounds and reduced access to territorial waters, are expected to remain static but annual consumption, which is one of the highest in the world at 21.5 kg per capita, should increase to 23.5-24 kg by 1985 when the population will be 57 million.
3. *Packaging and Labelling Equipment*: In spite of increased production by French manufacturers during the 1970s, the country is still heavily dependent on imports. In fact, about 80 per cent of the domestic market is supplied by foreign manufacturers. The best possibilities for Canadian manufacturers appear to be in food and dairy products, pharmaceuticals and cosmetics, as well as soft drinks and beer.
4. *Energy Products*: The energy policy of France offers opportunity for Canadian coal and possibly Canadian Arctic natural gas, if the latter is successfully developed. France intends, by 1990, that petroleum will represent no more than a one-third share of its total energy utilization. The most important gains will be in the nuclear power sector and, to a lesser extent, in coal and natural gas. The French government has a policy to diversify its suppliers of coal and natural gas and Canada is an attractive candidate for sharing in France's import requirements.
5. *Automotive Parts*: The opportunities will originate mainly from the Autopact agreement and the Duty Remission Program. The Autopact affects Canada's sales to Renault-America and indirectly encourages Renault suppliers to establish themselves in North America. The Peugeot-Citroën group provides a small but growing outlet for Canada's industry and its efforts to source in Canada, due to the Duty Remission Program, are heartening.
6. *Co-operation in Third Countries*: The potential exists a) in third-country capital projects for which French firms are showing an increasing interest in co-operating with Canadian consulting firms; and b) for participation in third-country markets through French trading companies established in former dependencies and other African nations as well as through Middle-East firms based in Paris.
7. *Industrial Co-operation*: There are many sectors which offer opportunities for Canadian and French concerns. A number of industrial co-operation areas have been identified, notably: aerospace, defence products, robotics, mining equipment, automobile, energy and electronics.

Notwithstanding the priority emphasis being proposed for these sectors, the government will continue to give support through its regular programs to activities in any other areas that have good past performance, have a good potential and generally contribute to export development. Some of the important sectors not covered in detail by this plan, which will receive continued assistance, are: pulp and paper, timber frame, meat products, chemicals and petrochemicals.

Overall Strategy

The strategy outlined in this market development plan for France is intended to improve the present status of Canada as trading partner and to strengthen economic linkages between the two countries, through the identification of opportunities to assist Canadian firms in pursuing trade and industrial co-operation. These opportunities, discussed separately and in detail later in this document, are complemented by explicit steps designed to realize them. The Summarized Action Plan which follows this chapter presents the new and existing instruments that will be employed by the federal government to this end.

Continued use of the Fairs and Missions Program is planned. The key international fairs in France, as well as those in other countries in Europe having an important impact in France, will continue to receive special attention, with emphasis on the priority sectors previously identified. For certain priority sectors, incoming and/or outgoing missions will be organized. Utilization of the Program for Export Market Development (PEMD) will be promoted, particularly with regard to those sections that help companies assess a market, support participation in trade fairs and encourage sustained market development.

The overall responsibility for co-ordinating the implementation of this market development plan resides with the Western Europe Division of the Office of Trade Development, Europe, Department of External Affairs. The respective Industry Sector Branches and Regional Offices of the Department of Industry, Trade and Commerce/Regional Economic Expansion will contribute importantly to the realization of the plan. Co-ordinating closely with all of these, and providing essential assistance in the market itself, will be the Commercial Division of the Canadian Embassy in Paris. Provincial trade counsellors, whether based in Europe or in the provincial capitals, have a major part to play in this plan by advising their respective industries on the potential, the assistance available and the proposed action plans.