

Activity	Date	Location	Dept.	Contact
Central/Eastern Europe and the Commonwealth of Independent States (CIS)				
Agriculture machinery and implements, trade mission from:	Jun 1992	Bulgaria	EAITC	613-996-2858
International technical alliance promotion: the Community of Independent States	Sep 1992	Russia, Ukraine	ISTC	613-954-2931
Agricultural machinery and food processing, trade fair: Polagra '92	Oct 1992	Poland	EAITC	613-996-2858
Multiple Markets				
Food and beverage, buyers in: Food Pacific '92	Jun 1992	Vancouver	EAITC	613-995-7662
Agriculture machinery and implements, buyers in: Farm Progress Show	Jun 1992	Regina	EAITC	613-990-6592
Floriculture buyers in:	Jul 1992	Vancouver	ISTC	604-666-7633
Fish, Shellfish and other food, buyers in:	Jul 1992	Canada	EAITC	613-991-9483
Speciality food items, buyers in: Food Pacific	Jul 1992	Canada	EAITC	613-996-5554
Oyster buyers in:	Oct 1992	Vancouver	ISTC	604-666-7633
Export fair	Oct 1992	Montreal	ISTC	514-283-8819
Processed food exhibition: Gourmet Quebec	Jan 1993	Montreal	ISTC	514-283-8819
Food and beverage products, buyers in: food and beverage expo	Feb 1993	Canada	EAITC	613-991-9483
Buyers in:	TBD 1992	Montreal	ISTC	514-283-8819

Automotive Industry

Exports: \$35.5 billion

Overview:

- Canada has the sixth-largest automotive sector in the world.
- Canada's automotive sector is integrated into the North American market under the Auto Pact and the Free Trade Agreement.
- Japanese vehicle manufacturers have captured a significant share of the market and represent a major new market for Canadian parts manufacturers.
- Global competition will continue to intensify, particularly in the auto parts sub-sector.

Product Strengths:

- Vehicle assembly (accounting for two thirds of sector shipments) and auto parts (accounting for 60 per cent of sector's total work force and total value-added).

Priority Markets:

- The U.S., Mexico and Japan.

Key Strategic Priorities:

- *encourage manufacturers to locate complementary parts facilities in Canada for global supply;*
- *encourage assemblers to source more Canadian components and parts;*
- *identify sourcing opportunities with North American and offshore vehicle assemblers and their Tier I suppliers, as well as market sectors in key markets in Western Europe and Asia;*
- *build on the success of the strong original equipment sector to expand opportunities in the replacement market;*
- *aggressively market automotive service equipment in Canada's priority markets.*

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