

# Canada-U.K. S&T Co-operation

British expertise in science and technology (S&T) is internationally recognized. The U.K. is known for its excellence in the basic sciences and applied research in such sectors as ocean technology, bio-pharmaceuticals, chemicals, automotive, aerospace, food processing and information technology. Extensive collaborative links among researchers exist between Canada and the United Kingdom in a wide range of fields, from marine science and bio-pharmaceuticals to space technology. In 1995-96, several strategic partnerships were struck in industrial waste water, ocean, and software technology sectors.

Significant opportunities are available for Canadian research- and technology-oriented companies in the U.K. to acquire commercial technologies, enter into strategic alliances and technology partnerships, and use linkages with U.K. researchers to access projects under the European Union's R&D Framework Program (for research, technological development and demonstration activities) through the Canada-EU Agreement on Co-operation in Science and Technology.

The S&T Agreement, signed in 1995, encourages and facilitates

co-operation in areas of common interest, including agri-food and fisheries, medical and health research, non-nuclear energy, environment, forestry, information technologies, communications, telematics for economic and social development, and mineral processing.

The agreement covers shared use of research facilities, exchange visits by scientific and technical personnel, information exchanges and related activities as well as the management, allocation and exercise of intellectual property rights.

## Opportunities Still Plentiful – *Continued from page III*

Sweden, Finland, Russia and the Baltics.

The good news is that conditions are in place to regain lost market share. The U.K. construction sector is experiencing strong growth, and imports of lumber and building components are growing at the fastest pace in Western Europe. Opportunities for imports of added value wood products (doors, windows flooring) abound, stemming from the recent introduction of Timber 2005, a U.K. initiative to increase the use of wood in building and construction.

Furthermore, restrictions on imports of green timber from Canada will likely be relaxed in 1997, and confidence in Canada's forest management record is stronger than it has been in recent years. A Greenpeace campaign favouring the use of wood from sustainable sources over other non-renewable building products will further add to the potential in this market.

To seize these opportunities, Canadian forest product exporters will have to step up their marketing activities, in line with their competitors. Local Canadian industry presence is lacking, and this is beginning to send signals that Canada is not committed to the U.K. and European markets.

### Health Care

The U.K. is a major pharmaceutical manufacturer and a world leader in pharmaceutical research and development. It has probably the fastest licensing authority in Europe. Britain is at the forefront of biotechnology and is home to one third of all

European companies active in this market. There are already several successful partnerships between Canadian and U.K. companies and there are good prospects for further co-operation. The U.K. is also one of the world's largest markets for medical devices.

The U.K. presents many opportunities for Canadian health-care companies, not only as an export market but as a gateway to the European Union, one of the world's largest health-care markets.

### Information Technologies

The U.K. information technology (IT) market is worth over \$80 billion and is tied with France as the second- and third-largest market in Europe behind Germany. Over half of the U.K. IT market is represented by telecommunications equipment and services, with other growth areas being personal computers, local area networks, educational services, software, and Internet software and services. There are about 1.5 million Internet users currently in the U.K., and it is estimated that this figure will increase to 7.7 million by the year 2000.

### Tourism

The U.K. continues to be Canada's most important overseas market in terms of number of visitors. Some 645,000 British tourists visited Canada in 1995, spending \$585 million (excluding air fare). Indications for the future are very positive, with more than 1,000 different Canadian tour products available to the British market.