FOREWORD

The global marketplace is evolving in a direction that will be quite different from past experience. Various factors affecting global trade have began to alter the previously accepted norms. An increased emphasis on the global picture has forced many industries to rethink their strategies dealing with world trade. As recent mergers have indicated, there has been an increased movement towards concentration across sectors. The advent of an "Information Society" has hastened the pace of international transactions. In addition, many of the cultural and language barriers that had previously inhibited trade, are being overcome by firms that realize how important international trade is to their viability. Generally, the international trading regime is increasingly one where political and sociological barriers are becoming more transparent. The global marketplace of the future will be one comprised of firms who firmly realize the benefits to be gained from international trade.

In order to compete in the global marketplace, Canadian firms must have access to a wide variety of information. Without the necessary information, Canadian firms will be at a disadvantage with respect to their competitors worldwide. The Department of External Affairs and International Trade is proud to introduce this publication, which is intended to provide information needed by the Canadian pulse industry, to allow them to effectively and accurately challenge world competitors. The publication will be structured in such a way as to allow for easy annual update of the statistics contained within. Combined with an ongoing dialogue between government and industry, this publication should provide the necessary information to allow the Canadian pulse industry to grow and prosper in the future. Only through a consolidated effort can many of the obstacles of international trade be overcome. The next decade will be a very rewarding one for the Canadian pulse industry.