



Technological Co-operation between Canada and France

Increased technological co-operation between Canada and France is one of the main objectives of the Economic and Trade Division of the Canadian Embassy in Paris. Such co-operation has already produced results, but it can be further improved in the coming years through various projects and programs. These provide an important set of instruments that could, during the coming years, allow technological co-operation between France and Canada to be increased considerably.

1 The EUREKA Projects

As part of the EUREKA initiative, European countries are currently developing projects aimed at encouraging the development and trade exploitation of high technology and new products over a wide range of strategic sectors. The key role played by France in this initiative confirms the importance that it gives to strengthening technological co-operation. Since 1985, 109 EUREKA projects have been approved. The 19 European governments participating in this venture have invested approximately \$7.7 billion to support technological development projects. These projects had the direct goal of marketing new high-tech products, systems and services developed by the companies and research laboratories of the EUREKA countries. They focussed on one common goal: "Europe 1992". Their objective is to strengthen the technological development of European companies, teach these countries how to work together and gradually draft standards and norms that will govern, in practice and in legislation, the great, single European market of 350 million inhabitants that is to be established, in stages, by 1992.

Canada's participation in EUREKA projects is effected through the Canadian government's Technology Opportunities in Europe Program (TOEP). With a two-year budget of CAN\$20 million, this program is intended to provide 50 per cent of the funding required to support the participation of Canadian companies in EUREKA projects. (See *Useful Addresses* section.)

EUREKA projects cover a number of fields: biotechnology and biomedicine, communications, energy, environment and marine technology, and computers and electronics.

2 The Technology Inflow Program

In the context of its objectives regarding trade with France, the Canadian government, through the Department of External Affairs, has implemented the Technology Inflow Program (TIP). TIP's objective is to assist international co-operation that will, in turn, generate the technological innovation required to design new or improved Canadian products, systems or services. (See *Useful Addresses* section.)

In addition to providing Canadian exporters with financial assistance to help familiarize themselves with techniques from other countries that meet their needs, this program makes government trade commissioners abroad, who can assist the development of international technological co-operation, available to Canadian companies.

3 The Industrial Research Assistance Program (IRAP) and the Field Advisory Network

The industrial technology advisors of the National Research Council's Industrial Research Assistance Program (Field Advisory Network) can provide firms with practical advice on preparing requests and proposals. They are listed in the Yellow Pages of your telephone book under "Technology Assistance Programs".

4 Trade Fairs

The Canadian Embassy in Paris has taken the initiative of renting 100 m² at the Salon international des technologies du futur (International Show of the Technologies of the Future) to be held in Toulouse in 1987. It is undertaking an active role to ensure that Canadian technology will be represented at this show. This will greatly assist the development of other programs by conveying a "high tech" image of Canadian companies to European proprietors of technologies.