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# CANAD~~EX~~PORT

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## Canadian Trade Opportunities in Taiwan Subject of Seminar

RETOURNER A LA BIBLIOTHEQUE DU MINISTERE

*An affluent country about the size of Vancouver Island – but with a population of over 21 million potential consumers – Taiwan is Canada's eighth-largest export market. It is also one that offers increasing opportunities, particularly for those committed to the long term.*

"The Taiwanese market is like a tree that has fruit. The market is there, but the tree is slippery to climb up. There are many competitors," Hugh L. Stephens told a **Canadian Trade Opportunities in Taiwan** seminar, held October 1, 1996 at the Department of Foreign Affairs and International Trade in Ottawa.

"There are no financing problems," said Stephens. "Taiwan has cash. If they want what you have, they can afford it."

Stephens, since August 1995, has been Director of the Canadian

Trade Office in Taipei (CTOT).

Operated under the aegis of the Canadian Chamber of Commerce and in the absence of diplomatic relations between Canada and Taiwan, the CTOT serves, unofficially, to represent Canadian trade, economic and people-to-people interests in Taiwan.

"Our market opportunities in Taiwan are very significant," Stephens told the audience. Two-way trade in 1995 totalled almost \$5 billion. Canadian exports to Taiwan that year were valued at \$2.2 billion, "an increase of 40 per cent

over 1994," said Stephens.

While some of this trade consisted of traditional Canadian exports, there has been diversification.

### Canadian Business Active, Entrepreneurial

"Canadian business in Taiwan," said Stephens, "is quite entrepreneurial and active."

In little more than a year, some 20 to 25 new Canadian products have been introduced into Taiwan.

By way of example: breakfast toast eaten by Taiwanese likely comes from the \$16 million worth of wheat which Canada exported last year to Taiwan; the toast may be spread with canola margarine, or natural honey from British Columbia or Alberta.

A truly entrepreneurial twist –  
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## International Business Opportunities Centre Confident Matchmaker

Quality business leads from Canada's trade commissioners abroad are being matched – increasingly and more efficiently – with the business interests of primarily small- and medium-size capable Canadian companies, thanks to the work of the almost 14-month-old **International Business Opportunities Centre (IBOC)**, jointly established in Ottawa by the Department of Foreign Affairs and International Trade and Industry Canada.

The Centre uses electronic databases and encourages a broad network of contacts – in Industry Canada (industry sector

branches) Agriculture and Agri-Food Canada, other federal and provincial government departments, and industry associations – to identify potential Canadian suppliers of products and services to foreign markets.

Once identified, **IBOC** contacts the companies to determine which are interested in and capable of responding to specific business leads. Those companies that indicate an interest will be asked to contact the foreign buyers either directly or through the trade commissioners who originated the business lead.

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