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to the Chinese market make it attractive to Canadian businesses in various sectors. Hong Kong's population currently stands at 6.8 million and is growing rapidly. It is expected to reach 8.9 million by 2016.

Opportunities

Although more than half of Canada's exports to China and Hong Kong consist of wood pulp, grains, seeds, fruit, fertilizers and machinery, many less traditional sectors afford potential for growth and business opportunities.

Among the region's sectors found most attractive by foreign investors and exporters are the following:

- transportation, especially for intelligent transportation systems;
- electronic software and trade, especially in the banking and financial areas;
- construction and construction materials;
- environmental products and services, especially in Hong Kong, where Canada is known as a supplier of quality products; and



- information and communications technologies (ICT), especially those related to on-line education.

Market access

China's imminent accession to the World Trade Organization will make this market more accessible to Canadian products and services. Establishing a solid infrastructure is an essential part of transitioning to a market economy, and Canadian companies have an opportunity to get in on the ground floor as the Chinese market's infrastructure takes shape.

In China and Hong Kong, exporters can expect to face fierce competition. A growing number of multinationals are present, and the local government is encouraging local industry to develop its own capabilities. Forming a joint venture or a

partnership with a local company will make it easier to succeed in this market.

See Potential?

To learn more about these opportunities, the competitive environment and strategies for penetrating the Chinese and Hong Kong markets, read the full reports prepared by our Market Research Centre. You can access these and hundreds of other market studies on the Web site of the Trade Commissioner Service at www.infoexport.gc.ca

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