

ASEAN markets are a trade priority for Canada within the Asia Pacific region. Our trade strategy for ASEAN focusses on the following sectors:

- (a) advanced technology products and services, including the communications (telecom, remote sensing and broadcast equipment) and aerospace sub-sectors.
- (b) energy, including both power and oil and gas.
- (c) transportation systems.
- (d) food products.

Major trade promotion activities for 1991/92 include outgoing missions combined with on-site seminars in remote sensing, telecommunications, airport equipment and services, and environmental technology for the pulp and paper sector. Canada will participate in a major regional mining show in the Philippines and in the Singapore regional aerospace show, both in early 1992. Trade promotion funding is also being used to support the local Canadian business clubs which are now in the five main ASEAN countries, and to extend our bank of market sector studies which focus on specific opportunities and contacts for Canadian companies in each of the markets.

ASEAN exports to Canada reached \$1.7 billion in 1990, with Singapore, Thailand and Malaysia accounting for over \$1.3 million of this total. ASEAN exports have diversified to the point where 70% are manufactured goods. Main shipments are computer, video and sound equipment, textiles and clothing, rubber and rubber products, canned fish and frozen shrimp, and automobiles.