

The situation has changed drastically since then because of the emergence of EC 1992 and the realization that fairly good prospects existed for a significant number of Canadian advanced technology products in Western Europe. Another factor in Canada's favour was the increasing trend towards promotion of joint ventures and strategic partnering among the high technology sectors in the fully industrialized countries.

The Italian domestic market for instrumentation is estimated at \$3.0 billion, 70% of which is being satisfied by imported equipment. There are nearly 60-70 Italian-owned firms which are potential joint venture partners for Canadian firms.

The total Netherlands market for instrumentation is estimated at \$3.2 billion but the market which could be addressed by the Canadian suppliers is in the range of \$1.0 billion.

The Austrian market for instrumentation is estimated at approx. \$1.0 billion. It includes re-exports to former COMECON countries. Most likely the latter component will decrease significantly as most of the trade with Eastern Europe will be shifted to local agents and distributors at the expense of Austrian, Finish and German trading houses which specialized in dealing with state run economies.

Germany, France and the U.K. constitute the three largest markets for instrumentation in the E.C. Thus far we have made no significant effort to explore or even to quantify EEC markets for instrumentation. It is planned to begin gathering pertinent marketing data from individual Canadian firms, trade posts abroad and published sources during the current fiscal year.

The most promising markets for Canadian companies in EEC countries are those concerned with environmental controls and monitoring and with industrial automation systems.

For the geological/geophysical instrumentation and services sub-sector Western Europe has been a steady but declining market. Canadian enterprises have done some joint work surveying parts of poorer EC countries: Spain, Portugal and Greece.

TIER B:

Latin America

Potentially attractive markets for Canadian instrumentation products and systems are Brazil, Argentina, Chile, Venezuela and Mexico. Mexico represents a unique opportunity because of the rapid growth of its primary and secondary industries and the subsequent need for industrial process control and industrial automation equipment. NAFTA negotiations have spurred the