

Selected Manufacturing Markets in Asia Pacific, 1989 (est.)

	Market Size (US\$b)	Canadian Share	Major Competitors
power generation -			
Thailand	1800	0.8%	U.S., Japan
Philippines	200	10%	Japan, U.S., FRG
Pakistan	500	5%	U.S.
China	1100	13.6%	Japan, U.S., FRG, USSR
defence			
Thailand	1500	2%	U.S., Italy, FRG
Singapore	1130	4.2%	U.S., Sweden
South Korea	1020	7.4%	U.S.
Malaysia	600	7.5%	U.S., U.K., FRG
transportation			
Thailand	100	15%	U.S., Japan, France
Indonesia	1300	5%	U.S., U.K., Japan
China	4850	2%	Japan, U.S.
Japan	6000	1.5%	U.S., E.C.
Pakistan	230	12%	U.S.

The countries listed demonstrate several features of the import markets of Asia Pacific. The largest markets generally appear in the largest countries: Japan, China, Indonesia. Other industrialized countries hold the major shares of these markets. The United States and Japan dominate, but West Germany, Great Britain, and other European Community members have significant market presence. Canadian products fare better proportionately in the smaller and less industrialized markets - thus Canadian penetration is higher in ASEAN and South Asia than in the NIEs and Japan. Also, while Canada's share of the overall end products market may not be large, Canadian products remain competitive in certain segments like telecommunications and transportation in which this country has developed expertise.

There are, of course, many sectors of international trade. Some of these are more important to Canadian trade than others - communications, wheat and coal, wood pulp and softwood lumber, and metals like nickel and copper. The manufactured goods segments, though, are those with which Canadians should be most concerned. End products have been the fastest growing sector in world trade and growth, and are likely to continue leading economic performance into the twenty-first century. While Canada has never been able to shake itself from its dependency on commodity exports, its strength in telecommunications is an advantage. Competitors in the European Community should be able to take advantage of economies of scale which will develop after 1992, while the NIEs will increase their market share as the technological level of their industry rises. Canada's mission in this context is to stimulate its strengths and not allow the communications industries to wither, and expand through linkages into related fields like consulting.