

The Philippines has received a steady flow of Canadian trade missions covering a wide range of sectors. Interest, however, has been largely concentrated in the agriculture and food sectors and the mining and energy sectors. Aside from missions sponsored by the federal government, Quebec, Ontario, Alberta and, more recently, British Columbia have been among the most active provinces in promoting exports to the Philippines. An increasing number of business missions and visitors have also focused attention on opportunities associated with Asian Development Bank projects in the region. High-level visits such as that of President Corazon Aquino to Canada in November 1989 also underline growing bilateral trade interests and serve to promote increased commercial relations and industrial linkages between Canada and the Philippines.

Under the National Trade Strategy (NTS), a number of initiatives have been undertaken to promote Canadian capabilities, develop an information base about trade and market opportunities in the Philippines and support Canadian participation in important trade shows held in the Philippines. Market studies commissioned under the NTS since 1986 are listed in Table 4.

The Program for Export Market Development (PEMD) has also been used successfully in the Philippines by Canadian companies. The program is designed to stimulate increased export sales of Canadian goods and services abroad. Since 1980, over \$2 million in support has been offered through PEMD for 275 projects. The sales generated as a

result of these grants reached approximately \$265 million in that period.

The Export Development Corporation has provided over \$25 million in long-term credits, mainly in the early 1980s, to support the sale of machinery and equipment in the mining and telecommunications sectors. In 1989, EDC established a line of credit for up to \$27.1 million (parallel with CIDA contribution of \$14.6 million) with the Government of the Philippines to support projects in rural telecommunications. EDC is currently pursuing a number of transactions in the Philippines, totalling approximately \$60 million, to facilitate Canadian participation in development projects and additional export sales to the country. These are primarily in the power, transportation and telecommunications sectors.

A Canadian Chamber of Commerce was formed in October 1989 to promote Canadian business interests in the Philippines. As of March 1990, the Chamber had 90 members, consisting mainly of resident Canadian business persons and local representatives of Canadian companies.

In early 1990, the first Canadian Philippine Business Directory was published. The directory, intended to help raise the profile of the Canadian business community in the Philippines, includes over 200 entries from Canadian firms represented or established in the Philippines as well as local firms providing services to the business community.

Table 4 Market Studies Conducted under the National Trade Strategy

YEAR	TOPIC
1987/88	Factory-built housing market potential Philippine importers, agents and distributors
1988/89	Medical equipment and supplies Mining equipment
1989/90	Cable TV, television and radio broadcasting equipment Used industrial machinery and equipment
1990/91	Pharmaceutical and biological products Motor vehicle spare parts Processed foods Food processing and packaging machinery

Source: External Affairs and International Trade Canada