

From the Government of Canada

External Affairs and International Trade Canada (EAITC) is pleased to offer Canadian industry, as part of the Going Global trade strategy, this study on market access and the European business environment.

Europe 1992 is happening now. The European Community's ambitious Single Market program has already dramatically changed the way Europeans are doing business. The process is irreversible; the pace is rapid and accelerating. If Canadian businesses are to profit from the opportunities that this enormous market will bring, they must be well informed.

That is one of the responsibilities that EAITC assumes. This publication, drawing from the experience of successful Canadian firms, is a practical guide to the issue of market access and the business environment in four European countries; the United Kingdom, France, Germany and the Netherlands.

We also have tangible programs to introduce you to the European market. These are well-publicized through our CanadExport publications. Our trade officers in the European Community Division of EAITC and at the International Trade Centres in each province would be pleased to respond to your specific questions. Take advantage of these programs. They have been established to benefit you.

Publications that are currently available from the series *1992 Implications of a Single European Market* include: Agriculture and Food Products; Telecommunications and Computers; Automotive Industry; Minerals and Metals; Forest Products; Defence, Aerospace and Transportation; Specialty Chemical Products, New Materials, Pharmaceuticals and Biotechnology; Industrial Products and Services; Financial Services; Fisheries Products; and Professional and Consulting Services – Law and Accounting.

A second set of reports focusing on specific subsectors – ocean industry, environmental industries, software, telecommunications products and services, and value-added wood products will be released during the fall of 1991 and into the spring of 1992.

Other reports include European Economic and Monetary Union; Company Law; Competition Policy; Standards; Freight Forwarding; 1992 and Related Issues; Intellectual Property; and Moving into Europe – Strategic Partnering.

For more information on publications available, please contact the EAITC InfoExport hotline, 1-800-267-8376.