



communiqué

Nº: 116
No.:

AUGUST 16, 1984

EXPORT MARKET REPORT ON THE UNITED KINGDOM

RELEASED BY TRADE MINISTER

Francis Fox, Minister for International Trade, announced today the publication of an Export Market Report on the United Kingdom. The Report is the ninth in a series of market studies intended to assist Canadian exporters in identifying potential sales opportunities overseas.

Mr. Fox noted that the United Kingdom is Canada's third largest export market after the U.S.A. and Japan, and our largest European trading partner. In 1983 total Canadian trade with the United Kingdom was 4.3 billion dollars (exports \$2.5 billion; imports \$1.8 billion). Trade in the first six months of 1984 is running ahead of 1983 levels. In spite of depressed levels of demand and a high priced Canadian dollar relative to the British pound sterling, Canadian manufacturers of fully finished products have continued to do well.

The Report indicates that there are many areas in which Canadian suppliers of goods and services can expect to do well in the United Kingdom. These include: high technology products such as computers and telecommunications equipment; general building products, and pulp and paper; primary and semi-fabricated products in the non-ferrous sectors; secondary manufactured products, for example automotive parts, secondary and service industries equipment, offshore oil and gas equipment and services; and agricultural, fish and food products.

Investment of British origin has contributed in important ways to Canada's development in every major sphere of industrial activity and contacts between Canadian and British companies interested in licensing agreements or joint venture manufacturing opportunities are expected to continue. London has long been a focus of international finance, contacts between Canadian companies and