

## EXPORT DEVELOPMENT PLAN

### II. A. PURPOSE

The introduction of greater focus and co-ordination to Canada's marketing efforts is the major theme of a "Canadian Export Strategy for the 1980s" approved by the Cabinet Committee on Economic Development. The elaboration of 2-3 year marketing plans for Canada's priority markets is a central element of the strategy. This paper sets out an export development plan for Korea through:

- i) creating a strategy framework to guide the actions and resources of the federal government in providing an effective program of assistance to and an environment for Canadian export development in Korea;
- ii) elaborating a marketing plan to take advantage of the opportunities and to overcome the constraints facing Canadian exports to Korea;
- iii) providing a working document to use as the basis for discussions aimed at co-ordinating the marketing efforts of the federal government in co-operation with provincial governments and the private sector.

The following plan for Korea includes:

- i) an identification of the opportunities and constraints for Canadian export market development in Korea;
- ii) a review of past efforts of the federal government to promote Canadian exports to Korea and the bilateral framework in which these exports occur;
- iii) an identification of the marketing segments where the Canadian share of Korean imports may be improved or expanded;
- iv) marketing plans for key priority sectors of the Korean market based on an analysis of the specific opportunities and constraints in these sectors;
- v) an overall market development plan for Korea outlining methods of capitalizing on opportunities and overcoming constraints found to affect Canadian exports to that market, and recommending appropriate changes to present promotional techniques and possible new techniques to facilitate export growth.