

Canadian participation in several trade fairs held in other Western European countries also has an impact on the French market because of the wide European reach of these fairs.

Other important instruments for trade and industrial expansion are the missions of Canadian businessmen and women to France and vice versa. A mission of franchisers to France was successful, as was a French mission to Canada interested in coal mines. More recently, two industrial co-operation missions for small businesses (agri-food and plastic wrappings) took place. In June 1982, an industrial robot co-operation mission met in France with 23 participants of the French robot industry. Other missions dealing with automobile parts, computer peripherals and terminals and new sources of energy are planned.

2. The Canada-France Economic Commission (CFEC)

Since its creation in 1950, the CFEC has met 11 times. The last four meetings (June 1975, January 1977, October 1980 and April 1982) were held at the ministerial level.

The CFEC includes two working groups: a Working Group on Industry and Agriculture and a Working Group on Energy and Raw Materials. Subjects of mutual interest are submitted to the working groups who prepare reports for the ministers attending Commission meetings.

In the past, the CFEC has given the two countries the opportunity to examine economic and trade relations and find means of encouraging exchanges. Each country has stated its general or specific trade objectives. Canada has expressed the desire to expand the range of its exports, especially its manufactured products. France, on the other hand, has traditionally pursued large-scale projects (Montréal subway, Olympic stadium, Renault plant, sale of Airbuses to Air Canada, and so on). In the past, one of the aspects which dominated some meetings was the exchange of grievances with respect to obstacles to reciprocal trade. There is now a stronger tendency to seek areas of common interest for possible co-operation. The CFEC also reviews government policies affecting trade between the two countries as well as industrial co-operation projects.

3. Chambers of Commerce

The Canada-France Chamber of Commerce (CFCC) in Paris and the French Chamber of Commerce in Canada provide information to businessmen interested in investing or exporting in France or Canada. The CFCC publishes annually a guide on how to do business in each country. Both Chambers of Commerce also organize speaking luncheons and conferences.

4. Canada-France Business Group

During Prime Minister Trudeau's visit to France in November 1982, the formation of a Committee of senior Canadian and French businessmen was announced. This private sector initiative will aim at strengthening the existing links between the business community of the two countries, at encouraging industrial co-operation and investment, and at studying the possibility of co-operative business ventures in third country markets.