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Team approach helps crack China market

Increased Canadian trade with China — a country whose total market potential is \$40 billion a year — can be made a reality. Now that the federal government "has put tools in place" to make Canada more competitive in this highly competitive market, what is needed is a "team approach" of co-operation and co-ordination by the Hong Kong:

Leading trade centre gateway to East Asia

One of the world's leading financial, trading and shipping centres, Hong Kong, a free port, offers numerous export opportunities to enterprising Canadian companies.

What is more, the British Crown colony of 5.5 million people, is also a gateway for the export of Canadian products and services to the People's Republic of China and a growing number of other lucrative markets in East Asia.

In 1985, according to *Market Guide — Hong Kong*, one of a series of such guides published by The Royal Bank of Canada, exports of Canadian commodities to Hong Kong totalled \$322.8 million.

And, in 1984, says the guide, total bilateral trade between Canada and Hong Kong reached an all-time high, exceeding \$1 billion for the first time.

In fact, "bilateral trade between Hong Kong and Canada has doubled in the past three years," and, while the balance of trade is in Hong Kong's favor, "there remain," says the guide, "significant opportunities for

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federal and provincial governments and the private sector.

That was part of the message delivered last month by International Trade Minister Pat Carney to the Canada-China Trade Council in Vancouver.

In a no-holds-barred address, Minister Carney also discussed her government's

National Trade Strategy; the "tools" introduced to enhance Canada's competitiveness in China; market opportunities in China; keys to breaking into this "difficult but not impossible" market; and Canadian successes in China.

As part of the National Trade Strategy, Turn to page 6 — Cracking

Canadian food satiates yen



Canada's Ambassador to Japan Barry Connell Steers (front right), Canadian Embassy in Tokyo personnel and representatives of Japan's third largest supermarket chain, Seiyu Ltd., on opening day of the 11th Annual Canada Food Fair. Seiyu's 10-day promotion of Canadian food and beverages resulted in sales of approximately \$7 million.

They were not exactly 10 days that shook the world but they certainly resulted in Canada's food and beverage industries creating an indelible — and highly favorable — imprint in the Japanese marketplace.

The event, held this past November, was the 11th Annual Canada Food Fair, a 10-day extravaganza in which Seiyu Ltd. — Japan's third largest supermarket chain with 240 stores — promoted the sale of Canadian foodstuffs to Japanese consumers.

At Seiyu's flagship Oizumi store, Canada's Ambassador to Japan, Barry Connell Steers, participated in ribbon cutting ceremonies to launch the fair. Steers said the 10-day promotion would result in the sale of approximately \$7 million of a broad range of Canadian food and beverage products as well as consumer goods.

In addition to the abundant foodstuffs on display, a major attraction during the promotion was the "breaking" of a large

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Montreal water quenches world thirst

A single contract signed in mid-August, worth more than \$4 million, has increased five-fold the amount of Canadian mineral water being exported.

Nora Beverages of Montreal is now in the process of exporting six million litres of "Naya" natural spring water to 13 countries in West Africa.

Jean Guy Lord, Executive Vice-President and General Manager of Nora believes that Canada has a great future as an exporter of mineral waters.

"It is not Utopia to think that before the end of the decade, Canada may reach the 40-million-litre export level of spring water."

This would put Canada in the position of rivalling France, traditionally known as the top exporter of bottled water.

The contract was signed between Nora Beverages, Fermaco Inc., and Afcanex Afrique S.A. Fermaco is an export broker that specializes in processed food products.

Afcanex Afrique, the buying company, is a transporter and forwarding agent of oil and food products in Africa.

Headquartered in Lome, Togo, the company will sell and distribute the Canadian water in Togo, Cameroon, Mali, Burkina-Faso, Chad, Central Africa, Ghana, Niger,

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