

## *From the Government of Canada*

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External Affairs and International Trade Canada (EAITC) is pleased to be able to offer the Canadian business community this succinct and valuable guide to strategic partnering and Europe 1992 entitled *Moving into Europe*.

Europe 1992 is happening now. The European Community's ambitious Single Market initiative 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 is a practical guide for establishing a concrete presence in Europe through strategic partnering - one of the most effective and popular tools open to international businesses today. It will help you in identifying your firm's particular strengths and requirements. To further assist you in this task, we have an extensive series of publications prepared by both private consultants and interdepartmental working groups, analyzing specific sectors. (A list of titles follows).

We also have tangible, practical 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 setup to benefit you.

Publications in 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. Other reports include European Economic and Monetary Union; Company Law; Competition Policy; Standards; Freight Forwarders; 1992 and Related Issues; and Intellectual Property.

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

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