

FORWARD

This is the first edition of "The Agri-Food Market in China: How Can We Improve Canada's Export Performance?" This edition has been prepared under the auspices of the Interdepartmental Committee for International Agri-Food Trade Development. The Committee, which includes representatives from the Departments of External Affairs and Agriculture Canada, was created in 1985 in order to co-ordinate federal international market development activities for the agriculture sector. Mr. Dennis Browne, Director General, Agriculture, Fisheries and Food Products Bureau, External Affairs, was Chairman of the Interdepartmental Committee during preparation of this edition.

The document incorporates the views and priorities of players involved or interested in the agri-food sector in China. Comments resulting from consultations with provinces as well as private agri-food business executives have been incorporated.

The market development plan identifies priority sectors for the Canadian agri-trade sector in China, and proposes to exploit related export or investment opportunities in this important market.

This plan has been designed to respond to short and medium term objectives of the Canadian agri-trade sector. It reflects the situation and priorities that were in place at the time it was prepared. Our intention is to maintain a market development plan that continues to be relevant as a guide to government actions in support of private sector export marketing efforts. Thus the Committee will review the document periodically and update it in consultation with all interested parties.

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