

CONTENTS

LIST OF ACRONYMS AND ABBREVIATIONS	7
EXECUTIVE SUMMARY	8
1. BACKGROUND AND TRENDS	12
1.1 The Canadian Automotive Sector	12
1.2 Canadian Trade, Technology and Investment Flows with the EC	15
1.3 The EC Automotive Sector	18
2. EUROPE 1992: AUTOMOTIVE SECTOR DEVELOPMENTS	25
2.1 Existing Barriers to Automotive Trade within the EC	25
2.2 The EC's 1992 Strategy for the Automotive Sector	25
2.3 Structural Changes in the EC Automotive Sector	28
3. EUROPE 1992: IMPACT ON THE CANADIAN AUTOMOTIVE SECTOR	30
3.1 Overview	30
3.2 Export Opportunities -- Vehicles	30
3.3 Export Opportunities -- Original Equipment Parts	31
3.4 Export Opportunities -- Aftermarket Parts	31
3.5 Joint Ventures	32
3.6 Technology Sharing	33
4. STRATEGIES AND ACTIONS FOR CANADIAN FIRMS	34
4.1 Actively Seek Opportunities in the EC	34
4.2 Build on Strengths	34
4.3 Develop Effective Promotional Material	34
4.4 Take a Long-term Perspective	34
4.5 Take a Strategic Approach to Market Entry	35
4.6 Anticipate Increased Competition from EC Firms	36