EXPORT DEVELOPMENT PLAN

I. EXECUTIVE SUMMARY

1. Purpose

The major theme of a Canadian Export Strategy for the 1980s as approved by the Cabinet Committee on Economic Development is the selectivity of markets coupled with a greater focus and co-ordination of Canada's export marketing efforts. In so doing, the government recognizes the critical role of the private sector and invites its participation and that of the provinces in pursuing those activities which will contribute to the objective of expanding Canada's share of the Korean market.

2. Introduction

Korea's striking transition from an agriculture based economy in the 1960s to one of a well diversified high technology society, with growing demands for both raw materials and sophisticated equipment, offers unique prospects for enhanced Canadian and Korean trade. Indeed, in 1980 two-way trade more than doubled its level of five years ago to $918 million (M). Furthermore, Canadian exports to Korea grew more than four times since 1976 to $504M in 1980. With this impetus, the challenge facing Canada is to capitalize on this momentum. To be successful, the Canadian marketing effort will need to be focussed, co-ordinated and concentrated. In order to meet this objective, this paper reviews and analyzes the past Canadian export market development performance, identifies the opportunities and impediments that future marketing efforts must address, and outlines an export development plan taking these factors into account. As such this document and the accompanying action plan are intended:

> i) to guide the action and resource allocation of the federal government in providing an effective program of assistance to exporters and in fostering an environment conducive to Canadian export development in Korea;

> ii) to set out a marketing plan designed to take advantage of the market potential and to overcome the constraints facing Canadian exports to Korea;

> iii) to identify opportunities for export concentration and to stimulate and assist the private sector in pursuing them; and,