

PREFACE

THIS EXPORT MARKET REPORT FOR THE PEOPLE'S REPUBLIC OF CHINA (PRC) has as its principal objective the provision of relevant, timely and accurate information to Canadian businessmen in order that they can formulate whatever export marketing strategy or plan of action for the PRC market is appropriate for their corporate objectives.

This report provides information on market opportunities in the People's Republic of China by sector, as well as advice to companies on areas to consider in the development of their own PRC export marketing program. An overview of the PRC market provides background information on Canada's commercial and economic relations with the PRC, current patterns of trade, and information on trade promotion and services.

Readers will be aware of the variety of services and assistance available to them from the embassy or commission, through the various departments of the federal government, as well as through provincial ministries of industry and trade, trade associations and the international centres of Canada's major commercial banks. A Canada China Trade Council has been established to foster two-way trade and to provide a convenient forum for the private sector to discuss trade issues.

Should the market opportunities section provide encouragement to your company, whether you are a new exporter to the PRC or one considering expansion there, you are urged to take advantage of these services. Readers may wish to refer to *EXPORT ROADMAP*, a publication of the Canadian Export Association (available from the DRIE regional offices) which clarifies for exporters the points of contact in the various federal government departments and agencies responsible for export promotion.

Similar market reports have been prepared for other countries offering significant export opportunities including the United Kingdom, the Association of South East Asian Nations (ASEAN), and Australia.

The Department of External Affairs is anxious to ensure the continuing relevance of market reports to the needs of the Canadian corporate community. Readership surveys are undertaken to measure the utility of these reports, and if you are contacted in this regard, your co-operation in providing information is appreciated. Companies wishing to make comments directly to this department should contact the Trade Development Policy and Planning Division, Department of External Affairs, L.B. Pearson Building, 125 Sussex Drive, Ottawa, Ontario, K1A 0G2.