

Swedish and other EFTA firms already have positioned themselves in the EC through sharply increased direct investment. This has been done to both benefit from growth within the single market, and to avoid possible protectionist measures against newcomers or outsiders.

To benefit from Europe 92, it will be necessary to raise the profile of these developments in Canada. This process has been encouraged by the Government which has:

- undertaken an in-depth research project on the effects of Europe 92 on Canada; and
- hosted major seminars for business to outline opportunities and obstacles to European trade.

However, in general, many analysts have noted a tendency among Canadian business to wait -- to discover just what Europe 92 will mean if completed -- before acting. It is important that Canada and Canadian business act to ensure that Europe 92, in conjunction with the FTA and the MTN, be used to define and liberalize trade practices, and not merely further the growth of continentalist blocks.

External Affairs has made the EC the second pillar of its Global 2000 Strategy. The EC programme has three principle components:

- a continued emphasis on the GATT as a framework for Canada-EC trade relations;
- the sponsoring of on-going analysis of 1992 to keep Canadian business abreast of new developments as the single market is implemented; and
- an attempt to promote strategic corporate alliances and two-way investment flows, especially in high technology sectors such as aerospace and telecommunications.

Several prominent Canadian firms have taken major initiatives to enter and/or consolidated their position in the European market:

- **Bombardier** has purchased several major transportation-related manufacturers, including BN, the Belgium-based manufacturer of the TGV rail cars, and Short Brothers, the Belfast aircraft manufacturer. These acquisitions enhance Bombardier's presence and access in Europe and complement its Canada based rail and aircraft divisions.
- **Moore Corp** of Toronto, the world's largest business forms supplier, has expanded its European operations through the acquisition of Lithorex SA, bringing its European workforce to over 4,500 persons. Moore has also reorganized its European units, all formerly independent and reporting separately to Toronto, into a single unit with a headquarters Lausanne, Switzerland.