

This report sets out comprehensive guidelines on the key elements for assembling a total market strategy sufficient to allow Canadian oil and gas industry to become aggressively involved in the economic expansion of this area. The overall strategy should culminate in establishing a long term presence in which consumers have confidence.

Exporters are encouraged to use the PEMD program to carry out market assessments, to participate in trade fairs, and to sustain export market development. The ongoing counselling and assistance available from government trade officials, regional offices and the Canadian Consulate General are also of benefit to this development.

Given the information gathered into this report following discussions with Canadian/U.S.A. business and associations, there is every reason to expect that, with aggressiveness, persistence and adaptability to the needs of the market, Canadian industry can achieve sustained growth of sales in the area.