

Export and Investment Promotion Planning System

MISSION: 437 LONDON

COUNTRY: 051 UNITED KINGDOM

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: PREPARE A MARKET PROFILE OF THE SUB-SECTOR.

Results Expected: STRATEGIC ANALYSIS OF SECTOR & IDENTIFICATION OF POSSIBLE TRADE POLICY/TRADE PROMOTION NEEDS AND OPPORTUNITIES.

Activity: ACTIVELY ENCOURAGE THE FORMATION OF THE NICKEL AND COPPER STUDY GROUPS; BASED IN UK IF POSSIBLE.

Results Expected: ESTABLISHMENT OF STUDY GROUPS.

Activity: ROLE OF LONDON AS CENTRE FOR INTERNATIONAL METALS (LME, ILZSG) MAKES THIS IMPORTANT LISTENING POST. A MORE STRUCTURED APPROACH TO REPORTING AND MONITORING WILL BE DEVELOPED.

Results Expected: PERIODIC INSIGHTS INTO INTERNATIONAL MARKET ACTIVITIES. STRATEGIC ANALYSIS OF INDIVIDUAL METALS.