

CANADIAN MARKETING OBJECTIVES

Major sectors of importance in the Philippines are:

1. Power and Energy - Because of serious power shortages (caused by mothballing of nuclear plant and increasing demand), this sector enjoys the highest priority of the government. Many projects on the horizon are attracting I.F.I. and bilateral export and aid financing.
2. Telecommunications - Major expansion of the Metro Manila network is to begin soon. The backbone network throughout the country is in need of updating/expansion and a major effort is underway by government to increase service to rural areas. Satellite and sub-marine cable international links are being expanded/improved.
3. ASIAN Development Bank Procurement - AsDB procurement totals over \$1 billion annually; much of it in sectors where Canada has good capability, i.e., energy/power, transportation and communications. All procurement is under I.C.B. rules. Payment is guaranteed. Most lending is to public entities but the new private sector lending and equity division will open up new markets.
4. Agriculture and Food - Agricultural production for local and foreign markets is expanding rapidly. Agricultural monopolies in sugar, coconut and banana have been disbanded and combined with increasing consumer demand have led to higher returns for farmers. Prawn cultivation and new tropical crops are being introduced on former sugar lands.

TRADE CONTACTS

Mr. David Walter Brown,
Counsellor (Commercial),
Canadian Embassy,
9th Floor, Allied Bank Centre,
6754 Ayala Avenue,
Makati, Metro Manila,
Philippines 3117
(Mailing Address:
P.O. Box 971, Makati Central
Office, Metro Manila,
Philippines 3117)

Ms. Louise Branch,
Desk Officer - Philippines,
Asia Pacific South
Trade Development Division/
PST
Department of External
Affairs,
125 Sussex Drive,
Ottawa, Ontario K1A 0G2

Tel: (632) 815-8536 to 41

Tel: (613) 995-7680

Telex: (Destination code 75) 63676
63676 DOMCAN PN)

Telex: 053-3745 EXTERNAL
OTT

Fax: 011-63-2-815-9595

Fax: (613) 996-9288

* David McNamara - New Commercial Counsellor as of September, 1988.