

2. to set out a marketing plan designed to take advantage of the market potential and to overcome the constraints facing Canadian exports to Norway,
3. to identify opportunities for export concentration and to stimulate and assist the private sector in pursuing them; and,
4. to provide a focal point for co-ordinating the marketing efforts of the federal and provincial governments in support of the private sector.

Canadian Trade Development Efforts to Date

Canada has devoted considerable time in the past two years, with only modest success, in attempting to develop industrial co-operation projects with Norway. On the official level, the most recent activity involved a visit by Canadian government representatives to Oslo in April 1980 to identify projects and joint ventures where mutual industrial collaboration might be pursued. Unfortunately, the Norwegians have tended to interpret industrial co-operation as the awarding of oil and gas concessions in the North Sea in return for an applicant providing attractive industrial benefits to Norway. As such, we have been concentrating our activities in assisting Canadian oil companies to obtain blocks in North Sea concession rounds.

However, with the growing interest of the Norwegian petroleum industry to participate in offshore oil and gas developments in eastern Canada and the Arctic, conditions for more meaningful industrial co-operation between the two countries have been created. From the Norwegian perspective, Canada has become a much more attractive market and prospective partner. From our point of view, Norway, in addition to becoming a more accessible market, has also become more important as a potential source of technology and research information for offshore energy development.

Examples of recent co-operative arrangements between Norwegian and Canadian companies include the formation of:

- 1) SNC Aker Offshore Ltd., Calgary, a joint venture between Aker Engineering A/S, Oslo and SNC, Montreal, and
- 2) Northern Atlantic Contractors Ltd., St. John's, Newfoundland, a joint venture between Norwegian Contractors, Oslo, Lundrigons Ltd., St. John's and Dillingham Ltd., Vancouver.

Characteristics of the Norwegian Market and Canadian Trade Opportunities

Norway's petro dollars have naturally attracted many countries to look more carefully at trade opportunities in the marketplace, and Canada will have to put forward a persistent, well co-ordinated effort if we