

CANADEXPORT

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Republic of Korea

Canada Enhances Trade With A Rising Star

By Don Wight, Editor

Regarded as the rising star in the international economic arena, Korea has the second most powerful economy in Asia after Japan. All indications are that the country, the major new industrial force in the Pacific Rim, will continue to

perform well.

On a world-wide basis, Korea has the thirteenth largest economy (Canada seventh), is the tenth largest trading nation (Canada fifth), and has 11 companies on Fortune's Global 500 (Canada has 12).

It is also a country that invests heavily, and increasingly so, in

Canada — the third largest destination after the United States and Indonesia. (Direct Korean investment in Canada is approximately \$370 million, but "assets under

What You Should Know

The Korean market is one of the most difficult in the world in which to succeed and exporters need all the help they can find. Market information is not readily available and myriad obscure rules and regulations, as well as a relatively immature distribution system, mean that exporters will need to use multiple sources of information.

A three-point strategy of using a

local business contact, the Commercial Section of the Canadian Embassy and regular visits and communications could be a recipe for success.

First, it is imperative to select a reputable Korean partner (be it agent, consultant, direct importer or joint venture counterpart) with whom you will need to maintain regular contact to ensure that marketing instructions are being followed.

Your Korean partner is your key to long-term success in the market.

Second, the Embassy should be consulted early in your market development plans. Embassy commercial officials can suggest agents or consultants, carry out credit checks, advise on import barriers, suggest market approaches and advise on upcoming trade fairs or missions.

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control" may reach \$2 billion).

While it is a difficult market to crack, it is one that offers immense opportunities to diligent, quality-conscious, and persistent Canadian exporters — as was discovered by a November 1991 trade mission of 26 telecommunications, nuclear and automotive companies led by International Trade Minister Michael H. Wilson.

Canadians, in fact, have made — and continue to make — impressive inroads into this significant market.

In 1991, Korea-Canada bilateral trade reached record levels: in excess of Cdn\$4 billion, with Canada for the first time in more than a decade moving from a trade deficit to a trade surplus — exports were up 30 per cent to approximately Cdn\$2.1 billion!

This trend is expected to con-

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Helpful

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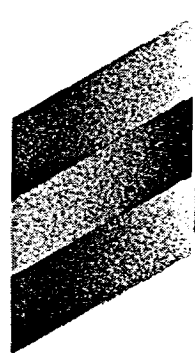
CANADA-KOREA TRADE

EXPORT STATISTICS

JANUARY-SEPTEMBER 1990/1991 (\$000 CDN)

COMMODITY	1991	1990	% Change
Mineral Fuels	332 642	255 025	30
Iron and Steel	208 906	45 801	346
Wood pulp	128 228	97 327	32
Organic Chemicals	113 780	109 228	4
Cereals	84 845	18 308	363
Ores, Slag, Ash	74 563	130 141	-43
Aluminium and Alum. products	73 641	63 547	16
Fertilizers	41 522	33 982	22
Papers, Paper Board & Art. of Paper pulp	36 947	16 015	131
Machinery	35 535	33 638	6
All Categories:	1 473 664	1 140 767	29

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