

tuna-canning subsidiary. Canadian direct investment in the Philippines, followed the general trend in foreign investment and declined precipitously during the early 1980s, and revived again in 1987. The Bank of Nova Scotia, which acquired a 40 per cent share of a local bank through a debt-to-equity conversion, became a significant Canadian investor in the Philippines in 1987. A number of other investments and joint ventures involving Canadian interests are found in the garment, fishing, mining, manufacturing and services sectors. Today, there are approximately 20 joint venture agreements and other forms of arrangements involving Canadian and Philippine interests. With Canadian direct investment at approximately \$90 million, Canada ranks as the fifteenth largest investor in the Philippines. Six Canadian companies operate branch sales offices and a further 68 companies have representatives in the Philippines. The Appendix lists Canadian companies with investment in the Philippines.

Various proposals involving joint ventures and other forms of business co-operation are also being considered under the Industrial Co-operation Program

of the Canadian International Development Agency (CIDA). Most of the recent interest has been directed to the agricultural and fisheries sectors but, increasingly, investors are focusing on the manufacturing sector.

Philippine investment in Canada is largely confined to real estate and securities but does include family interests in companies controlled by Philippine Canadians. The most prominent Philippine corporate investment in Canada is that of Benguet Corporation, which maintains an office in Vancouver to assess possible mining investments in North America and purchase products and equipment in support of its Philippine mining operations.

3.3 Export Marketing Efforts

Trade missions and other high-level visits, marketing studies and business linkages between Canada and the Philippines play an important role in promoting Canadian capabilities, products and services in the Philippines.

Table 3 Philippines' Principal Exports to Canada
(\$ millions)

PRODUCT CATEGORY	1980	(%)	1985	(%)	1989	(%)
Textile and articles	16.2	(15.9)	33.4	(30.6)	49.6	(24.2)
Integrated circuits	—	—	—	—	32.6	(15.9)
Fish and preparations	0.5	(0.5)	8.7	(8.0)	27.5	(13.4)
Wrist watches	2.8*	(2.7)	3.3*	(3.0)	11.6	(5.6)
Other electrical machinery, equipment and parts	5.2	(5.1)	3.2	(2.9)	11.5	(5.6)
Miscellaneous manufactured articles	8.3	(8.2)	7.1	(6.5)	10.3	(5.0)
Leather and articles	—	—	—	—	9.0	(4.4)
Canned fruits	7.6	(7.5)	9.8	(9.0)	6.2	(3.0)
Wood and articles	7.0	(6.9)	5.8	(5.3)	5.9	(2.9)
Nuts	6.1	(6.0)	7.3	(6.7)	5.0	(2.4)
Articles of straw	—	—	1.9**	(1.7)	4.9	(2.4)
Footwear	5.2	(5.1)	2.9	(2.6)	4.0	(1.9)
Oils and fats	10.9	(10.7)	6.1	(5.6)	3.4	(1.6)
Computers	—	—	—	—	3.1	(1.5)
Coffee	0.5	(0.5)	9.4	(8.6)	2.5	(1.2)
Other vegetable products and preparations	3.7	(3.6)	3.2	(2.9)	1.8	(0.9)
Petroleum and coal products	20.6	(20.3)	—	—	—	—
Other	5.8	(6.7)	6.9	(6.3)	15.9	(7.7)
TOTAL	101.4	(100)	109.0	(100)	204.8	(100)

* Includes other jewellery and articles

** Estimate