

## INTRODUCTION

This booklet is one of a series of publications dealing with the European Community single market being released by the Government of Canada. This series of publications is one element of the Government's Europe Strategy which is, in turn, part of the Going Global program.

This booklet is intended to provide Canadians, who already have a basic knowledge of the 1992 single market initiative, with insight into some of the major issues posed by 1992 developments. Those who require an introduction to the subject, or those who would like more in depth information on the implications of 1992 for specific sectors and industries should consult the "sources of information" list provided in the appendix.

By the end of 1992 the European Community will have adopted more than 280 specific pieces of legislation designed to eliminate the remaining barriers to the free movement of goods, capital, people and services across the borders of the twelve EC Member States. The single market of 350 million people will result in Community industries rationalizing and realizing the benefits of tremendous increases in economies of scale. European industries will become more efficient and more able to compete in their own markets, in the Canadian market, and in the third country markets which we have in common.

The 1992 Initiative not only presents opportunities for Community firms, but also for Canadian enterprises. Canadian companies can benefit from the increased trade opportunities that this large and wealthy unified market will offer. They will no longer have to face 12 different sets of requirements or border controls between Member States. On the eve of the single market, there is no better time for Canadian firms to secure a presence in Europe, our second-largest trading partner.

External Affairs and International Trade Canada assists Canadian exporters to Europe with a variety of trade promotion and development programs. Exporters and potential exporters will find that this booklet provides an introduction to some of the trade policy issues arising from the single market initiative which they may confront in their efforts to penetrate the European market.

Further information on Canadian Government trade programs can be obtained by contacting External Affairs and International Trade Canada.