

*\$200 Million in Business Deals***First Canadian FIPA Signed in the Philippines**

Deals worth over \$200 million were signed by Canadian companies that accompanied International Trade Minister Roy MacLaren on his recent trade mission to the Philippines.

"These new business transactions are a testimony to Canadian business confidence in the Philippines market and the opportunities it presents in such sectors as telecommunications, oil and gas, mining, power generation, and agrifood," said Minister MacLaren.

"The Philippines has made significant strides over a short period of time. Its economic liberalization program, *Philippines 2000*, has revitalized and stabilized the economy by removing barriers to this market and promoting exports and foreign and direct investment."

During his visit, Mr. MacLaren and Philippine Secretary of Trade and Industry Rizalino Navarro signed a *Foreign Investment Protection Agreement (FIPA)*, the first FIPA Canada has signed

with a country in Asia. It signals Canada's commitment to develop further its trade and economic presence in the region.

The FIPA will promote investment flows between Canada and the Philippines by providing a high level of protection for investments between the two countries. Canada is among the top 15 investors in the Philippines, with Canadian direct investment valued at about \$1 billion.

Paris Aglow with Canadian Colours – *Continued from page 1*

ty products company that bears her name, reported that, in two days, she had achieved her target for the whole campaign.

She decided to launch her latest perfume "neige" (snow) in Paris. "Our window of opportunity for all of Europe will be opened in Paris," says a confident Watier, "and I hope that our sales at Le Printemps will flow like melting snow in spring."

The promotion, which runs to the end of December, will attract not only Parisians but many foreigners who gravitate to Paris during the holiday season. It showcases several hundred products from all parts of Canada. Nearly half of the suppliers selected by Le Printemps are from Quebec.

Products and Activities

Products being promoted are in the following categories: agri-food, sports, children's and adults' fashions, cooking, First Nations art and other articles, books and records, footwear, decorative items, and luxury items (perfumes, etc.).

Canada also has a tourism booth staffed by Air Canada and

Canadian Tourism Commission representatives. They will encourage more people from France — 435,000 came in 1995 — to visit Canada, already the second most popular long-distance destination of French tourists.

During the six-week promotion, there is a series of 23 cultural events, including theatre, films, concerts, storytelling and humour (Michel Courtemanche) and singers (Robert Charlebois, the Kashtin Group and Diane Tell).

As well, Le Printemps restaurants will feature a wide variety of Canadian dishes, including many Aboriginal foods.

Robert Charlebois, with his "mousse de Chambly" (Chambly head), is getting rave reviews from French beer lovers. "This is our first really great venture," he says. "Le Printemps promotion is helping to put us in the spotlight, and from here we'll take on all of Europe."

Future Prospects

This outstanding opportunity for promoting the products and cultural activities of Canada will not

end on December 31. The most successful Canadian products will continue to be sold long after the special Christmas promotion, not only at Le Printemps in Paris, but at its affiliated stores throughout France (Prisunic, FNAC, La Redoute and Conforama).

The Maple Leaf and other emblems of Canada will begin to travel to all parts of France. Many Canadian companies, apart from the 100 or so which took part this time, can now begin to take advantage of the interest in Canada in order to more fully penetrate the French market and establish lasting business relations.

Preliminary Results

By the end of the first week, sales, excluding tourism and restaurant receipts, had surpassed the quarter-million-dollar mark. That's four times greater than the earnings of any other promotion of its kind organized at Le Printemps.

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