

Recognition of China as a potential trade competitor is higher among older Canadians - only 8% of adult Canadians under 35 view China as Canada's most important future competitor, as compared to 23% of Canadians over 55 years old. Similarly, only 18% of Canadians in this older age group believe the United States will pose the most serious competition to Canada, as compared to 30% of adult Canadians under 35.

British Columbians are more likely than other Canadians to identify countries in Asia-Pacific as Canada's most serious potential competition. Fifty-nine percent of British Columbians name either Japan, China or another Asian country in this context compared to 46% for the country as a whole.

Although they are more concerned about potential trade competition from Asia, British Columbians are no more enthusiastic than other Canadians about the trading opportunities for Canada in that part of the world.

Competing nations also represent potential markets. Figure 23 shows that Canadians generally expect our best markets to be in the same countries which also represent the greatest competition, as depicted in Figure 22. It is important to note, however, that Japan is not considered to be a future market for Canada by as many Canadians as those who think it will be a future competitor. This would appear to reflect the conventional wisdom that Japan is a difficult market to break into.

Figure 23

International Trade: Canada's Best Opportunities
(In the Next Decade)

