

Aeronautics

Activity	Date	Location	Dept.	Contact
United States				
Materials and process engineering; national stand: SAMPE '93	May 1993	Los Angeles	EAITC	613-944-9481
Boeing; mission from Seattle to	Jun 1993	Eastern Canada	EAITC	613-944-9481
Repair and overhaul; mission to	Jul 1993	Atlanta, Dallas	EAITC	613-944-9481
Aerospace related products; national stand: National Business Aircraft Association	Sep 1993	Atlanta	EAITC	613-944-9481
Boeing; mission from Seattle to	Oct 1993	British Columbia, Alberta	EAITC	613-944-9481
Aerospace firms; investment mission to	Oct 1993	St. Louis	EAITC	613-993-7348
Simulation training devices; information booth: Simulation and Training Devices Fair	Nov 1993	Orlando	EAITC	613-944-9481
Helicopter and helicopter technology; national stand: Helicopter America International	Feb 1994	Las Vegas	EAITC	613-944-9481
Western Europe and European Community				
Airport equipment and services; mission to	May 1993	Norway	EAITC	613-995-4730
Defence and aerospace; mission to	May 1993	Bonn	EAITC	613-996-3774
Airplanes and aerospace technology; national stand: Paris Air Show '93	Jun 1993	Paris	EAITC	613-996-3607
Defence electronics; land, sea and air, police, security and civil aviation; information booth: International Defence Industry and Civil Aviation Fair	Sep 1993	Ankara	EAITC	613-996-5263
Helicopter technology; information booth: Helitech	Sep 1993	Surrey	EAITC	613-995-6565
AirCrafts parts; mission to	Nov 1993	Italy	EAITC	613-995-9766
Japan				
Aerospace Industry Association of Canada; mission to	Oct 1993	Korea, Tokyo	EAITC	613-995-8596
Aeronautics; mission from Japan to	TBD* 1993	Canada	EAITC	613-995-8596
East Asia				
Transport system and services; information booth: Taipei Aerospace Technology Exhibition	Aug 1993	Taiwan	EAITC	613-996-7582
Aerospace; mission to	Oct 1993	Korea, Tokyo	EAITC	613-995-8596
Aeronautic industry products; information booth and seminar: China Aviation	Oct 1993	Peking	EAITC	613-996-6987
Asia Pacific South				
Airport development; mission from India to	Sep 1993	Canada	EAITC	613-992-0952
Aerospace and defence; information booth: Asian Aerospace '94	Feb 1994	Singapore	EAITC	613-996-5824
Latin America and the Caribbean				
Aerospace equipment and service; national stand: Fidae '93	Mar 1994	Santiago	EAITC	613-996-5358
Multiple Markets				
Air Show Canada; incoming buyers to	Aug 1993	Abbotsford	EAITC	613-996-4153

* TBD - to be determined

Agri-food Sector

A International Environment

The value of world agri-food trade has been expanding steadily, rising from US\$209 billion in 1985 to US\$325 billion in 1990. Any movement toward a more liberalized trading environment as a result of the Multilateral Trade Negotiations (MTN) will only add to the sector's prominence in the global economy. The major exporting countries in 1990 were the United States (US\$45 billion), France (US\$33 billion), the Netherlands (US\$31 billion), Germany (\$20 billion), and the United Kingdom (US\$13 billion). Canada's exports of \$11 billion accounted for 3.5 per cent of 1990 world trade in agri-food products.

A key element in the international environment is the dominance of the United States and the European Economic Community (EEC), whose policies can have an enormous impact on Canada's market efforts. The export subsidy war between the two has put severe pressure on primary agriculture in Canada, particularly grains and oilseeds, and has led to world over-production and depressed prices for many commodities.

The major established and emerging world markets for agri-food products are Japan, United States, Western Europe, Mexico, South Korea and the Association of Southeast Asian Nations (ASEAN) countries. Canada's major existing agri-food market for processed products is the United States.

A growing world population is increasing the demand for such primary products as grains. Major existing markets for Canada are the Pacific Rim (particularly Japan and China), Brazil, Chile, Argentina, Russia, Iran and Saudi Arabia. While the United States is a major buyer of certain Canadian primary products, in terms of business and market development, the private sector increasingly considers Canada and the United States as part of the same market. The most important emerging markets for primary products are Korea, Taiwan, the ASEAN nations, the former Soviet Union and the Gulf States. Western Europe is an established and sizeable market and offers some niche-trade development opportunities, but most activities are of a market-maintenance nature.

The largest, fastest growing and most profitable part of the global agri-food market consists of value-added products, especially meat, beverages, bakery goods and dairy products, which are expected to drive world agri-food exports upwards in the coming decade. The United States will continue to represent Canada's largest market, and major opportunities also exist in the mature Western Europe market. Japan has one of the world's highest per capita expenditures on food, and agri-food imports are growing at about 17 per cent annually. Mexican imports of processed foods have grown from \$120 million to \$500 million in four years, making it a market of major opportunity for Canada. Over the next decade, the growing middle classes of the Asia-Pacific region will also provide substantial opportunities for Canadian value-added products.