

RPTB2

## TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

## 90/91 EXPORT PROMOTION PRIORITIES

Mission: BERNE

Country: SWITZERLAND

The Mission selected the following sectors as priority areas for export promotion activities for the coming fiscal year for the stated reason:

1. ADVANCED TECH. PROD. & SERV  
Strong growth sector.  
Specialized domestic manufacturing base.  
Interest in North American Technology.
2. CONSUMER PRODUCTS & SERVICES  
Swiss enjoy highest per capita income;  
Superb test market for Western Europe.
3. FOREST PRODUCTS, EQUIP, SERVICES  
Swiss continue to look for diversified competitive sources of supply
4. FISHERIES, SEA PRODUCTS & SERV.  
High Standard of living has opened market to luxury items like salmon and lobster.
- 5.
- 6.

The most important current Canadian export sectors to this market are (based on actual export sales):

- |                                     |                                    |
|-------------------------------------|------------------------------------|
| 1. MINE, METAL, MINERAL PROD & SRV  | 4. FISHERIES, SEA PRODUCTS & SERV. |
| 2. FOREST PRODUCTS, EQUIP, SERVICES | 5.                                 |
| 3. CONSUMER PRODUCTS & SERVICES     | 6.                                 |