

Labelling

EEC rules require that the great majority of food-stuffs be labelled with the name of the food, its weight, an ingredient list, a date mark, any special storage conditions or conditions of use, and the name and address of the manufacturer or packer.

Competition

Of the EEC suppliers, the Netherlands ranks first, followed in volume terms by Denmark and Iceland. Outside the EEC, Norway, Iceland, the U.S. and Canada are the preeminent suppliers.

In specific terms, Norway, Iceland, Denmark and the Netherlands are major suppliers of cod mainly in industrial blocks. Supplies of shrimp from Greenland, for example, are usually cheaper than from North America. Warm water shrimp species are imported from Malaysia, Thailand and Pakistan. Since the decrease in the catch of Alaska crab (King crab), the price of Canadian crab has increased considerably, with Japan and Thailand now being the main suppliers.

E. THIRD COUNTRY OPERATIONS

Overview

Besides its importance as the focus of the British economy, London is a centre of world business. It is a source of market intelligence, decision making, influence, finance and other services, and is under-utilized by Canadian business in expanding Canada's involvement in the major capital projects and import programs of Africa, the Middle East and Asia.

London remains an important world financial centre with more than 450 banking organizations and a plethora of other financial institutions offering a wide range of corporate and trade finance facilities, services and advice. These are complemented by services in commodity broking, foreign currency dealing, insurance, contracting, shipping and trading.

London is also the hub of a broadly based consulting fraternity with long experience in the vagaries of operating in third country cultures. It is the centre of a significant equipment supply capability which is complemented by aggressive, tenacious and flexible marketing both directly by equipment manufacturers and by world-wide trading corporations which have long operated in Africa, the Middle East and Asia.

A legacy from Britain's colonial and commercial past is the substantial foreign communities resident in London. Quite apart from the successive waves of African, Asian and Middle Eastern people who have immigrated to Britain since the Second World War, there has been a flow of highly practised businessmen, traders, investors and decision-makers who have arrived and plugged into world business through London's facilities.

The attractions of Britain have ranged from common education and perceived cultural ties to the recogni-

tion of the exceptional facilities for continuing or complementing international commerce from a base in London. In the latter respect, the very factors which have attracted these entrepreneurial groups to London have, in turn, been enhanced and broadened by their arrival.

Joint Canadian and British trade and investment interests, dating back many years, have ensured a long-standing Canadian business presence in London. The first offices of the Canadian banks, life assurance companies and transportation companies date from the 1890s. Building on this base, there is now a sizeable Canadian community dealing in all aspects of banking, finance, investment, transport, insurance, metals and minerals, agricultural commodities and legal fields. The orientation of this presence has grown largely along a Canadian/British axis or has been focused on the business of London itself, whether through the London Metals Exchange, the Baltic Exchange or the various foreign exchange, Eurodollar and bond markets.

More recently, however, the value of Third Country operations out of London has begun to be recognized. The Canadian banks for some time, have controlled their European, African and Middle East operations from London. Other service industries, the resource industries and, more recently, some manufacturers and project-oriented consultants have established offices in London in support of Third Country marketing objectives, including such firms as SNC, Monenco, Congas, Northern Telecom, Champion, Scepter, Mitel and Extendicare. London's various business communities provide these firms with an invaluable complement to their more traditional marketing activities.

Third Country Program

Penetrating these British business "communities" and using them in support of Canadian interests is the essence of the Third Country Program at the Canadian High Commission in London. The Program was formally established in 1977 in the wake of the rapid escalation of petroleum prices and the decline of Beirut as the focus of Middle East trading activities. The extraordinary project development activity in the Middle East through the mid 1970s, combined with London's role in the financial world and the huge influx of Arab businessmen, made London the logical focus for Canada's Middle East Task Force activities.

The Third Country Program has matured and broadened since 1977, not only as a result of the decline in the relative importance of Middle East projects, but also from a recognition of African and Asian opportunities.

Primarily, the Canadian High Commission concentrates on developing contacts for markets where there is a coincidence between a sizeable market of interest to Canada (i.e. construction, consulting ser-