

HOW TO USE THIS MARKET REPORT

CANADA'S EXPORT MARKET REPORT ON THE UNITED KINGDOM has as its principal objective the provision of relevant, timely and accurate information to Canadian businessmen in order that they can formulate whatever export marketing strategy, and/or plan of action for the U.K. market, which is appropriate for their corporate objectives. This approach to the U.K. market arises from readership survey results of the former *Canada's Export Development Plan* documents and replaces that series of country reports.

This export market report provides information on *Market Opportunities by Sector*, as well as advice to companies on areas to consider in the development of their own U.K. export marketing program. An *Overview of the U.K. Market* provides background information on Canada's commercial and economic relations with the U.K., current patterns of trade, and information on trade promotion and services. For those readers wishing a capsule overview of this report, a *Summary of Market Opportunities* is also included.

Readers will be aware of the variety of services and assistance which are available to them from the Posts in London and Glasgow, through the various departments of the federal government, as well as through provincial ministries of industry and trade, trade associations and the international centres of Canada's major commercial banks.

Should the market opportunities section provide encouragement to your company, whether you are a new exporter to the U.K. or one considering expansion there, you are urged to take advantage of these services. Readers may wish to refer to *Export Roadmap*, a publication of the Canadian Export Association (available from the DRIE regional offices), which clarifies for exporters the points of contact in the various federal government departments and agencies responsible for export promotion.