

## Agri-Food Markets Grow for Canada's Exporters: ... to ASEAN ...

With agri-food imports in 1989 totalling US\$10 billion, of which US\$191 million was of Canadian origin, the countries which make up the ASEAN hold "great potential" for Canada's agri-food exporters.

The Association of South East Asian Nations consists of six countries (Thailand, Malaysia, Indonesia, Singapore, the Philippines and Brunei) with a combined population of 321 million people, representing a market that is quickly gaining in importance for Canadians.

**Canadian Agri-Food Export Opportunities: ASEAN Region** overviews each of the countries and Canada's major exports to them, highlights key Canadian opportunities in each, and describes their trade relations with Canada.

The convenient, four-page brochure, complete with graphs, also identifies eight agri-food market segments that hold the greatest potential for Canadian exporters:

- dairy genetics;
- meat (beef, pork, turkey and HALAL meats in some countries) and processed foods (canola oil, dairy, bakery and confectionery products, fruit juices, frozen fruits and vegetables, and convenience foods);
- animal feeds (canola meal, alfalfa products, feed ingredients, concentrates and supplements);
- swine genetics (export potential for swine breeding stock appears excellent);
- beef genetics;
- cereals;
- turkey breeding (increased demand from tourist trade, hotel and restaurant business); and
- technology for production, processing, storage and biotechnology (countries are seek-

ing state-of-the-art techniques in meat processing equipment, genetic engineering, vaccines, freeze-drying/cold storage, etc.).

Copies of the market report may be obtained from Murray Gwyer,

International Programs Directorate, Agri-Food Development Branch, Agriculture Canada, 1st Floor West, 240 Sparks Street, Ottawa K1A 0C5. Tel.: (613) 993-6671. Fax: (613) 995-0949.

## ...And to Mexico

When it comes to succinct analysis and concise overviews of the agri-food market in Mexico, Canadian exporters to this sector will find virtually all they need to know in **Mexico: Agri-Food Export Market Assessment** (#134LA).

Published in December 1991 by the International Programs Directorate of the Agri-Food Development Branch, Agriculture Canada, the report provides an agricultural profile of Mexico, discusses the North American Free Trade Negotiations, lists contacts in Canada and Mexico, and details export opportunities that exist or have potential for Canadian exporters to that country.

The export opportunities sector should prove particularly helpful to exporters or would-be exporters. Listed are a variety of reasons why Mexico presents "significant market opportunities" for Canada. This is balanced with mention of the "major constraints" confronting Canadian exporters.

More significantly, export market opportunities are identified and assessed for 10 specific products:

- dairy products (primarily skim milk powder);
- meats (including pork and beef);
- grains and oilseeds (particularly canola);
- animal genetics (in swine, beef and dairy);
- pulses (including coloured beans,

lentils and peas);

- seed potatoes; and
- processed foods and beverages.

Each of these product sectors are dealt with concisely, according to growth and size of market, opportunities for Canada, competitive analysis, constraints, and possible activities (or suggestions to enhance Canada's opportunities in a country whose agricultural imports total approximately US\$3.8 billion annually).

A copy of the report, quoting code number, may be obtained from Info Export. See box at bottom of page 12.

## US\$75 million Thai EDC Credits

Canadian exporters and their buyers in Thailand can now benefit from recently signed Export Development Corporation (EDC) Lines of Credit, totalling US\$75 million with Krung Thai Bank Limited, Siam Commercial Bank and Thai Farmers Bank, all of Bangkok.

Canadian exporters are currently pursuing a wide range of activities in Thailand with projects such as commercial real estate development and communications services.

For more information, contact your nearest EDC office.