

The Action Plan

The Action Plan for this sector acknowledges the important role of the Canadian government and the private sector working cooperatively to address market access and public relations issues for forestry products. The High Commission, working with its trade development partners in Canada, will:

- seek improved access for Canadian softwood lumber, especially through the removal of import controls on green softwood;
- seek U.K. industry and government support for accelerated reductions in tariff rates for paper products and value-added forestry products;
- safeguard market share for Canadian forestry products by raising awareness of Canadian forestry practices;
- coordinate tripartite (industry, federal, provincial), generic market development activities, especially targeting value-added products;
- develop an export guide and a directory of export-ready Canadian building-product suppliers; and
- organize an information booth at Interbuild in Birmingham in November 1997 (Interbuild focuses on building materials, equipment, and services).

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HEALTH CARE

The United Kingdom is a major pharmaceuticals manufacturer and home to Glaxo Wellcome, the world's largest producer. Total U.K. output in 1994 was valued at over \$20 billion.

The domestic market was worth some \$12 billion, of which some \$4.8 billion was imported. The U.K. has a substantial and growing trade surplus – over \$3.6 billion – most of which arises from trade with the United States.

The U.K. is also a world leader in pharmaceuticals research and development. Total R&D expenditures in 1994 were \$4.2 billion; 10 of the world's top 35 drugs were developed in Britain; 16,000 people, 20 percent of the health-care work force, are involved in R&D.

The U.K. medical devices market is the sixth-largest in the world. It is worth about \$3.8 billion, and is forecast to grow to \$4.5 billion by 1999. About 65 percent of this, or \$2.5 billion, is imported. The National Health Service (NHS) accounts for 95 percent of all expenditures, but the emphasis is beginning to move towards private health provision and self-treatment.

The United Kingdom is at the forefront of biotechnology and is home to one third of all European companies active in the market. Sales are currently around \$1.5 billion and are expected to grow substantially. There are already several successful partnerships between Canadian and U.K. companies, and there are good opportunities for further cooperation. This sector is viewed by the government as a top priority for inward investment.

Distribution

In Britain, the health care market and the NHS are virtually synonymous: the private sector accounts

The U.K. is a major source of both technical knowledge and financial backing.
