

EXPORT DEVELOPMENT PLAN

EXECUTIVE SUMMARY

Objective

The major theme of a Canadian Export Strategy for the 1980s as approved by the Cabinet Committee on Economic Development is the selectivity of markets coupled with a greater focus and co-ordination of Canada's export marketing efforts. In so doing, the government recognizes the critical role of the private sector and invites its participation and that of the provinces in pursuing those activities that will contribute to the objective of expanding Canada's share of the Norwegian market.

Norway's emergence in the 1970s as a major oil and gas producer has greatly improved prospects for an enhanced Canada-Norwegian bilateral relationship, particularly regarding trade and industrial co-operation. In practically one generation, Norway has been transformed into a highly industrialized country, ranking seventh in the world in GNP per capita in 1980. This rapid development was initially facilitated by availability of inexpensive and abundant hydroelectric power, and led to major investments of high energy consuming industries. This trend has levelled off, being replaced by oil and gas related technologies in manufacturing and services for offshore development. Two-way trade between Canada and Norway has increased sixfold since 1960. Throughout this period, Canada has maintained a sizable trade surplus and in 1980 this amounted to a record \$254.5 million. One item - nickel in ores - is responsible for almost half the total value of our sales (\$157 million in 1980). The crude material commodity category taken as a whole represents fully 72 per cent of Canada's overall exports to Norway. While this latter category has grown in importance during the last two years, the agricultural and end product commodity groups have declined in importance.

There obviously are excellent opportunities to improve on our exports of semi and fully manufactured products to Norway in a variety of sectors, and to that end this paper reviews and analyzes recent Canadian export performance, identifies the opportunities and constraints that the future export effort must address and sets out an export development plan taking these factors into account.

In order to accomplish this objective, this document is intended:

1. to guide the action and resource allocation of the federal government in providing an effective program of assistance to exporters and in fostering an environment conducive to Canadian export development in Norway;