

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

By far Canada's most important offshore trading partner — approximately \$20 billion in two-way trade — Japan also is Canada's second most important customer (after the United States) for agri-food products.

In 1990, agricultural commodities represented about 20 per cent (\$1.6 billion) of Canada's \$8.2 billion exports to Japan, ranking Canada fourth as a supplier, with 6.4 per cent market share. The country is Canada's number one market for canola, rye and buckwheat.

These and other trade matters are revealed in the report, *Japan: Agri-Food Export Market Assessment*, copies of which can be ordered as indicated in the last paragraph of this article.

According to the report, a number of factors — including Japan's declining ability to compete in food production, the exorbitant cost of agricultural land, and the movement of people from rural to urban centres — "will accelerate the growing demand for imported agricultural and food products."

But that doesn't mean it will be easy to increase Canada's share of this market. Japan continues to maintain highly protective measures and its entire agricultural farm and food policy (discussed in the report) is a controversial one.

Despite this, the report identifies the main growth sectors in Japan for Canadian agri-food exports. They are: meats (beef and pork); grains and oilseeds; processed foods and beverages; dehydrated alfalfa and hay; and animal genetics.

Each of these sectors are then analyzed according to: growth and size of market; opportunities for Canada; competitive analysis; constraints; and possible activities (that would enhance trade or reduce ob-

stacles to trade).

In addition to graphs, charts and maps, the report provides an agricultural and economic profile of Japan and lists useful contacts.

Copies of *Japan: Agri-Food Export Market Assessment* are

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

## ...And to Korea

With overall Canada-Korea trade in 1990 totalling \$3.8 billion — Korea has been enjoying a trade surplus in recent years — Korea became Canada's sixth largest trading partner.

And that trend is likely to continue, what with business persons from both countries agreeing that a realistic goal for trade between Canada and Korea is \$10 billion by the year 2000.

These and other trade matters are revealed in the report, *Republic of Korea: Agri-Food Export Market Assessment*, copies of which can be ordered as indicated in the last paragraph of this article.

The report notes that Canadian agri-food exports to Korea have been experiencing double-digit growth, reaching \$155.7 million in 1990. As well, that country has been targeted as a priority market by Canadian agri-food organizations involved with market development and promotion for feed grains, canola, alfalfa products, beef and swine genetics.

With these priorities in mind, the report analyzes eight specific sectors of potential opportunity for Canadian exports: hides and skins; grains; oilseeds and products; dehydrated alfalfa; beef; swine genetics; pork; and dairy genetics.

More significantly, each of these sectors is then looked at in terms of:

growth and size of market; opportunities for Canada; competitive analysis; constraints; and possible activities (remedies).

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## Security Market

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A.N.P.I., a non-profit test laboratory set up by the Association of Insurance Companies of Belgium.

The licensing of security equipment/services companies is governed by a law — which should be reviewed very carefully by companies thinking of establishing in Belgium — enacted in 1990. Application is made to the Ministry of the Interior.

Further information on the security services/equipment market in Belgium is available from Elizabeth Golberg, Second Secretary (Commercial), Canadian Embassy, 2, avenue de Tervuren, 1040 Brussels, Belgium. Fax: (011-32-2) 735-3383.