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three countries are abundant. The information technology and telecommunications market in Korea, which is expected to exceed \$50 billion within the next five years, is already a significant source of opportunities for Canadian companies. Korea is also undertaking massive investments in infrastructure upgrading and development, and its industry must continue to source highly sophisticated equipment and technology if the country is to pursue its quest for globalization and improved competitiveness.

The Philippines

Opportunities in all sectors of the Philippine economy exist for

Canadian firms. As in Korea, a massive investment in infrastructure requires technology, machinery, equipment and services. Most noteworthy are the opportunities in the telecommunications, power and energy, transportation, engineering and high-technology sectors. The substantial middle class that is emerging is creating enormous opportunities for Canadian consumer and food products.

Thailand

In Thailand, opportunities stem from the government's emphasis on upgrading human resources in the public and private sectors, improving quality of life, reducing pollution, diversifying trade and

improving urban transportation and telecommunications infrastructure. Canadian know-how is in demand in power generation and oil and gas exploration, but also in urban waste management; human resources development; advanced technology and telecommunications products and services; urban transport systems and equipment; services for airport expansion, aircraft and avionics; and port and railway expansion.

CanadExport will follow up with information on business deals signed and partnerships and joint ventures created as a result of this Team Canada trade mission.

Canada's Action Plan for Japan – Continued from page 1

largest source of overseas tourism revenue for Canada — a record \$661 million in 1995, an increase of 20 per cent over the previous year.

The Keidanren (Japan's powerful Federation of Economic Associations) sponsored a Business Partnerships Mission which visited Canada in September 1996 to study opportunities in the information technology and processed food sectors. Its report, which is being widely circulated in Japan, should serve as a catalyst for further investment in Canada.

The *Action Plan* encourages the planning of promotional campaigns in Japan such as Canada's three-year agri-food "Canada: Blessed by Nature" campaign, which was

launched in March 1996 to draw attention to the full range of value-added foods and beverages produced by Canadian farmers, fishers and high-technology food and beverage processing companies.

Promoting the development of technology-based partnerships is another vital component of the *Action Plan*. Successfully adopting and adapting innovative technologies and processes can be key to success. Canada has leading technologies in a broad spectrum of sectors, including telecommunications and medicine, and Japan has world-class technologies in areas such as advanced materials and manufacturing. Technology-based partnerships in all sectors have played a key role in develop-

ing trade between the two countries.

Opportunities for increased business linkages are not confined to the seven sectors of the *Action Plan*. For instance, given the global reach of Japanese companies and the fact that Japan is the world's largest source of official development assistance, many diverse opportunities exist for Canadian involvement in Japanese projects in third countries. Targeting government support for business development in the seven sectors of the *Action Plan* reflects the need to focus limited resources where they will be most effective — in areas that offer significant opportunity and that parallel areas of demon-

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