

Canada-Brunei Trade

Canada's commercial success in Brunei has been modest to date. This has been due, in part, to the strong and longstanding British presence, as well as the small market size (population of 260,000) and poorly diversified economy.

Brunei is Canada's smallest trading partner in the ASEAN region. Given its small base, the level of trade between Canada and Brunei has fluctuated widely from year to year.

Canada's exports to Brunei in 1991 amounted to CDN \$2.4 million, contrasting with export levels of a year earlier which were CDN \$0.6 million. Fluctuations in Canada's import levels from Brunei however, have been negligible. In 1991 imports were valued at C\$0.2 million.

In 1991, the list of Canadian exports to Brunei included "special provisions", which are items designated for re-export. Canadian exports to and imports from Brunei are outlined in the tables at the end of this section.

Market opportunities exist for oil and gas equipment and services, education and training, power generation equipment and services, engineering and construction services, and defence/aerospace products and services.

Export Marketing Efforts

Canada's export marketing efforts in Brunei have mainly been in response to interest expressed by a limited number of Canadian businesses. A number of market surveys have been completed on specific sectors in Brunei to provide Canadian firms with information on opportunities available there. Five such studies completed in 1990 are: agriculture/fisheries/food; defence; education services; public utilities; and telecommunications.

The Program for Export Market Development (PEMD) has been used in Brunei by Canadian companies. The program is designed to stimulate increased export sales of Canadian goods and services abroad. Since 1980, over CDN \$62,000 has been offered in support of 14 potential sales in Brunei.

While the Export Development Corporation (EDC), Canada's official export credit agency, is not currently financing any export sales to Brunei, its medium to long term lending program is available to support Canadian exports.