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Canadian suppliers of products such as automotive parts (after-market) and repair equipment, specialized port and airport equipment. Cooperation with the Belgian aerospace industry which is involved mainly in sub-contracts for Airbus Industries and Aerospa-tiale (and eventually the new European fighter aircraft), could also be explored as it might provide an opportunity to bid on components for large aerospace projects.

Services: This sector contributes to 65 per cent of GNP. With the outward looking nature of the Belgian economy and as 1992 approaches, Belgium is developing into a financial centre of major international importance. For example, half of banking activities are now related to other countries and Belgian banks have taken the lead in automation of international transactions. The stock market, financial services and the insurance market are also adapting quickly to the new European environment. Similarly, the already important activities of the ports of Antwerp, Zeebrugge and Ghent and of the Brussels air cargo terminal are expected to grow even bigger as Belgium confirms its position as a major international shipping and distribution centre for the EC market. Other areas such as franchising, specialized consultancy, engineering and construction services also offer interesting opportunities.

Tourism: Belgium has a population of some 10 million inhabitants who enjoy one of the highest income levels of the European Community. Belgians travel a lot, they are interested in active holidays, they are attracted by "adventure" products, outdoor life and good food. The Belgian tourist is considered as being individualist and avoids organized tours.

The Belgian market is a fertile ground for Canadian tourism products and local tour operators who have been promoting Canada have recently been reporting in-

creasing sales. Nationair, which now operates two regular direct flights per week to Montreal and SABENA, with its two weekly flights to Toronto and Montreal, also report high occupancy rates.

Canadian Participation at Trade Shows in Belgium

- Flanders Technology International — Ghent, April 22 - 29, 1991— high technology show.
- IFEST 91 — Ghent, October 22 - 25, 1991— environmental technology show.
- Batibouw 92 — Brussels, March 1992— wood and construction

materials.

For more information on trade opportunities in Belgium, contact Patrice Veilleux, Western Europe Trade, Investment and Technology Division, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa. Tel.: (613) 995-6440. Fax: (613) 995-6319.

Or contact directly, Bruno Picard, Counsellor (Economic and Commercial Affairs), Canadian Embassy, 2, avenue de Tervuren, 1040 Brussels, Belgium. Tel.: (011-32-2) 735-6040. Fax: (011-32-2) 735-3383.

Canada's Consulate General in Berlin: A Doorway to the East German Market

After the reunification of Germany in October, Canada lost little time opening a Consulate General in Berlin.

The Trade Commissioner there is Michel Têtu, who closely monitors the markets of Greater Berlin and eastern Germany. While in Ottawa recently, Têtu, who is very familiar with Germany, having already had postings to Hamburg and Munich, discussed the outlets afforded by his territory.

The priority areas toward which public expenditures are directed by the provincial and municipal authorities include housing, public transportation, the environment (cleaning of contaminated sites) and electrical and telephone services. Têtu says these areas offer opportunities for Canadian suppliers of goods and, in the case of environmental problems, mainly services.

As for consumer goods, the large West German chains are in the process of extending their distribution networks to the eastern part of the country. Têtu feels that now is the time for Canadian companies that already have distributors in western Germany to extend their activities to the eastern part of the country.

Other opportunities for Canadian companies seeking a foot-

hold in the Common Market before 1992 arise from the fact that hundreds of companies are for sale in eastern Germany. In fact, the trustee in charge of selling these companies plans to organize a tour of symposiums in Canada in early May in cooperation with the Consulate General and the Canada-Germany Chamber of Commerce.

For information on these symposiums or on trade possibilities in either western or eastern Germany, contact EAITC's Alan Minz, Western Europe Trade, Investment and Technology Division (RWT), 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-3774. Fax: (613) 995-6319.

Or contact directly, Michel Têtu, Trade Commissioner, Consulate General of Canada, Berlin, Europa Centre, D-1000 Berlin 30, Germany. Tel.: (011-49-30) 261-11-61. Fax: (011-49-30) 262-9206.

Other contacts include the Canada-Germany Chamber of Commerce: 1010 Sherbrooke St. West, Room 1604, Montreal H3A 2R7, tel.: (514) 844-3051, fax: (514) 844-1473; 480 University Ave., Room 1410, Toronto, M5G 1V2, tel.: (416) 598-3355, fax: (416) 598-1840; 1330 Scotia Place, 10060 Jasper Ave., Edmonton T5J 3R8, tel.: (403) 420-6611, fax: (403) 420-6612.