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Long-term Commitment

Vietnam Viewed as a Market of Value

Now moving toward a market economy and gradually simplifying the bureaucratic hurdles to free enterprise, Vietnam, with a population of 72 million, is becoming a market of major potential for western business.

Canada is getting in on the ground floor and is there for the long term!

As was constantly reiterated at a *CanadExport*-attended November 7 seminar in Ottawa (*Vietnam: A Tiger with Different Stripes?*), a long-term commitment

is a prerequisite to successfully conducting business with this "tiger cub" of the Asia Pacific.

That message also was reinforced when Prime Minister Jean Chrétien and a delegation of Canadian businesspersons visited Vietnam in November. It was the first official state visit to Vietnam of a Canadian Prime Minister and symbolizes the growing relationship between the two countries.

That relationship has been maturing since 1973 when Canada established diplomatic relations

with North Vietnam (renamed the Socialist Republic of Vietnam in 1976, following official reunification with the South).

Many changes have taken place since then, among them:

- In 1990, Vietnam reopened its embassy in Ottawa;
- In 1991, Canada opened an office in Hanoi (upgraded to an embassy in 1993);



Revised Action Plan for Japan

On December 5, 1994, International Trade Minister Roy MacLaren gave a speech in Toronto to a breakfast meeting organized by the Asia Pacific Foundation of Canada, the Japan Society and the Canada-Japan Society, on the opportunities for Canadian business in Japan. Minister MacLaren underlined that changes in Japan offer excellent opportunities for Canadian exporters to add to their \$8.5 billion in annual sales. While Canada must maintain its "traditional" exports, the real long-term growth potential is in value-added exports.

To this end, Mr. MacLaren unveiled Canada's updated Action Plan for Japan. The Plan is the result of close collaboration among the federal and provincial governments and industry to develop a strategic approach to

improving Canada's performance in its second largest export market. The updated Plan maintains its three principles of action: fostering awareness of market opportunities, facilitating adaptation of products to market needs, and promoting products in the Japanese market. It outlines activities over the coming year in each priority sector. One notable success of the Action Plan approach is in building products, where Canadian industry has built a demonstration house in Japan, educated builders' purchasing consortia about Canadian products, and is working together to gain Japanese recognition of Canadian building codes and standards.

For further information on Canada's Action Plan for Japan, contact the InfoCentre (see box bottom of page 4).

- In 1994 (and inaugurated by International Trade Minister Roy MacLaren during the November visit), Canada opened a trade office in Ho Chi Minh City; and
- In September 1994, the first Canadian ambassador (Christine Desloges) arrived in Hanoi.

Significant as these developments are, it is trade with which *CanadExport* is primarily concerned. And here, too, things have changed significantly.

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