

CANADA EXPORT

Vol.13, No. 20

December 4, 1995

Canada-U.S. Border Alliance Aims to Bolster Business

Last June, the Canadian Consulate General in Buffalo helped to structure a group dedicated to improving the trade, tourism and investment opportunities in the region that runs around the western shore of Lake Ontario from Oshawa to Rochester. This semi-circular string of communities is the fifth-largest economic zone in North America. The initiative was called BorderNet.

What is BorderNet

BorderNet, whose anchor cities are Toronto, Hamilton, Buffalo and Rochester, is a Canada-US cross-border affiliation among the proscribed region's business groups.

The goal is to encourage local companies to do more business with each other, and to improve trade, tourism and investment in the entire area.

The BorderNet sponsoring organizations are: Canadian Man-

ufacturers' Association (Ontario); Hamilton & District Chamber of Commerce; Greater Buffalo Partnership; and Greater Rochester Chamber of Commerce.

BorderNet Benefits

The partnership initiated through the BorderNet alliance can take many forms, including:

- * licensing;
- * joint ventures;
- * joint development;
- * exporting/importing;

- * cross marketing;
- * franchising;
- * subcontracting; and
- * distribution.

Whatever the form the relationship takes, one thing is certain: together, using their combined strengths and resources, Canadian and U.S. firms are more likely to increase sales in

ASEAN SUPPLEMENT

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new or expanding markets, not only in Canada and in the U.S., but in North American or overseas markets.

Potential Enormous

The geographical proximity and synergy of industry and distribution between Toronto, Hamilton, Buffalo and Rochester make

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BorderNet*

MacLaren Launches Canada's New Action Plan for Japan

Minister for International Trade Roy MacLaren, on November 7, 1995, unveiled Canada's new Action Plan for Japan in Tokyo before an audience of Canadian business leaders. The Plan is adaptable to Japan's changing and lucrative market.

Canadian exports to Japan in 1994 equalled more than \$9.5 billion, an increase of more than \$1 billion over 1993. In 1995, Canadian exports to Japan are expected to exceed \$12 billion. As the second-largest economy in the world, Japan, obviously, is a market whose importance cannot be questioned.

Changing Market

A soaring yen, domestic deregulation and a focus on increasing imports of value-added consumer goods are changing the market in Japan.

The growth rates of traditional Canadian raw material exports have been minimized and value-added consumer markets have become more attractive. Japanese consumers are demonstrating higher levels of product sophistication and

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