

In 1984, the Canadian Manufacturers' Association (CMA) instigated a Co-operation Agreement with the Federation of Thai Industries to facilitate the exchange of commercial information and to raise awareness among Canadian and Thai business communities of opportunities for co-operation. The CMA has undertaken four missions in Thailand over the past four years to assist Canadian firms to identify potential partners and to assist members entering the Thai business environment.

The Asia-Pacific Foundation also has an interest in Thailand within the context of the Asia-Pacific region. Its mandate is to create cultural, educational and economic programs that strengthen Canada's involvement in Asia and the Pacific. The Foundation organized a business conference in Bangkok, and in July 1987 published a briefing book to help Canadian businesses and investors better understand business in Thailand from an economic, institutional and cultural perspective. Thailand was also selected to participate in the Asia-Pacific Foundation's Business Associates Program in 1989.

Nine senior executives from leading Thai companies joined Canadian counterparts from September 22 to 29 for a seminar at the Banff School of Advanced Management to explore new global trends, particularly as they affect Canada-Thailand relations.

A Thai-Canada Business Club was established in 1988 in Bangkok to provide a forum to exchange views and information and to promote the development of commercial relations between Canada and Thailand. Given the strong endorsement already received for this initiative by the Canadian and Thai business community, the Club may evolve into a Thai-Canada Chamber of Commerce. The Club currently publishes a bi-monthly magazine entitled *Thai-Canadian Business*, which is distributed in both countries.

The publication of a *Directory of Canadian Business in Thailand*, in October 1989, is another sign of development in commercial relations between the two countries. The directory is expected to be published annually.

Table 3 Thailand's Principal Exports to Canada
(\$ millions)

PRODUCT CATEGORY	1980	(%)	1985	(%)	1989	(%)
Automobiles	—	—	—	—	73.9	(17.6)
Textiles and articles	6.7	(27.2)	37.4	(34.4)	69.0	(16.4)
Prepared fish and seafood	*	*	*	*	66.7	(15.9)
Automatic data processing machines and equipment	—	—	—	—	26.9	(6.4)
Prepared fruits/ vegetables/nuts	6.8	(27.6)	21.2	(19.5)	25.1	(5.9)
Electrical machinery/ equipment and parts	0.1	(0.4)	0.2	(0.2)	18.2	(4.3)
Jewellery and articles	1.7	(6.9)	3.6	(3.3)	15.5	(3.7)
Plastics, rubber and articles	—	—	0.2	(0.2)	12.5	(2.9)
Fish and seafood	4.1	(16.6)	24.7	(22.7)	12.5	(2.9)
Footwear	—	—	0.8	(0.7)	11.3	(2.7)
Rice	0.5	(2.0)	5.7	(5.2)	10.2	(2.4)
Furniture and articles	0.5	(2.0)	2.5	(2.3)	9.6	(2.3)
Articles of iron/steel	—	—	1.9	(1.7)	7.7	(1.8)
Artificial flowers	—	—	—	—	7.0	(1.6)
Other	4.2	(17.0)	10.4	(9.5)	53.8	(12.8)
TOTAL	24.6	(100)	108.6	(100)	419.9	(100)

* Included in Fish and seafood

Source: Statistics Canada