

Table 1
Share of Canada's Total Exports to Selected Markets

	1960	1984
United States	56.4%	75.6%
Europe	29.0%	9.5%
Asia (except Middle East)	5.5%	8.8%
Rest of the World	9.1%	6.1%

Japan, Canada's second largest market, offers considerable potential for Canadian exports, a number of which have reached appreciable levels as Japanese trade barriers have

Table 2
Share of Canada's Total Imports from Selected Markets

	1984
United States	71.5%
Europe	10.8%
Asia (except Middle East)	10.8%
Rest of the World	6.9%

been lowered. Nevertheless Canadian exporters should be aware that any negotiations to be undertaken in the future with Japanese importers may be protracted to an unusual degree.

Table 3
Canadian Exports as % of Canadian GNP

Year:	1960	1970	1975	1980	1984
%:	12.0%	18.9%	17.0%	20.0%	25.8%

The European Economic Community (EEC) has declined as a market for Canadian exports. In the early 1960's, the EEC took 25 per cent of Canada's exports, mainly agricultural and resource, but by 1983 this figure had dropped to 8 per cent. This was attributable to the EEC's slower growth rate by comparison with the US, and to greater trade within the EEC and with other countries of Europe. Nevertheless, Europe remains a major and potentially most lucrative market.

The Asia and Pacific Rim markets are predicted to have the world's fastest economic growth rate and have the prospect of becoming Canada's fastest growing export markets. To exploit them, Canadian competitiveness will have appreciably to improve, and aggressive trade promotion, more effective on-the-spot representation and competitive financing would have to be part of the effort. Canadians should bear in mind that our own import restrictions on automobiles, textiles and clothing are seen as protectionist by those trading partners whose exports to us are affected.

With its billion population, China's imports are increasing as it seeks to industrialize and achieve greater self-sufficiency. The visit of China's premier to Canada in 1984 included trips to several high-technology industries in Ontario and Quebec, and this may foreshadow some increase in our supplying modern technology, professional and technical services, communications systems, and oil exploration and extraction equipment.

While Canadian trade with Latin America has declined somewhat as a result of the area's international debt problems, Canadian exports to the region nevertheless total three billion dollars. Middle East markets have moved out of the "boom" phase and Canadian exporters, who may have been unable to participate in the area's mega-projects, may now find opportunities to supply technology services and new and semi-finished materials.

Part II: Preparations and Possible Agenda for a New Round of Multilateral Trade Negotiations

Canada has traditionally sought enhanced access to world markets through multilateral negotiations under the General Agreement on Tariffs

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