

has been supplemented by CIDA's Enterprise Thailand-Canada project, being carried out by the Canadian Imperial Bank of Commerce. Ventures supported include manufacturing and service companies in such diverse areas as food processing, metal fabrication and petrochemicals. The appendix provides a sample listing of current Canadian joint ventures in Thailand.

Today, investments from Japan, the U.S., Taiwan, Hong Kong and the U.K. are dominant. By comparison, Canadian investment in Thailand has been modest, representing only a small portion of net inflow of foreign investment in Thailand. As of 1989, Statistics Canada showed a relatively modest estimate of \$14 million in actual Canadian direct investment in Thailand. Over the past five years however, twenty-five Canadian investment projects have been approved by Thai authorities, representing over \$120 million of potential investment.

Two arrangements are in place to facilitate Canada-Thailand investment relations: a Foreign Investment Insurance Agreement to protect Canadian investment in Thailand, and a double taxation agreement.

3.3 Export Marketing Efforts

Canada's export marketing efforts in Thailand are supported through a number of federal government programs and activities. In fact, there is an active trade development program, including growing co-operation with the Bangkok-based Thai-Canadian Chamber of Commerce and trade missions and visits focusing on the priority sectors.

In recent years, the frequency of Thai and Canadian federal and provincial ministerial visits has grown. There has also been a dramatic increase in the number of business visitors between the two countries. The Canadian Embassy in Bangkok assists over 1000 business visitors annually. Trade missions have been arranged by the federal and provincial governments, and private sector agencies such as the Canadian Manufacturers Association and Boards of Trade.

As part of the federal trade development program, market surveys which provide Canadian business with a profile of specific sectors in

Thailand are produced on a continuous basis. The following surveys are available from EAITC:

Aerospace Industry	1990
Agriculture Section & Agri-Food Industry	1989
Aquaculture	1990
Autoparts Sector	1988
Bottled Water	1991
Canadian Consulting	1988
Capital Projects	1988
Computer Hardware & Software	1988
Environmental & Safety	
Protection Equipment	1990
Power Generation & Transmission	updated
Pulp & Paper	1990
Sources of Financing	1989
Telecom Sector	1991

The Program for Export Market Development (PEMD), designed to stimulate economic growth in Canada by assisting individual firms with various types of export promotion activities, has been well utilized in Thailand. Many Canadian businesses have seized upon Thailand's rapidly expanding economy as an opportunity to diversify their markets and have taken advantage of PEMD. Since 1980, over CDN \$3 million has been spent on 458 approved projects. Sales generated as a result of PEMD grants since the inception of the program in the early 1970's, have totalled \$41 million.

Some of the trade promotion activities undertaken in the last few years include: a Solo Canadian High Technology trade show in Bangkok (January, 1991) where the focus was on environment, power, transport; participation in Thai Telecom (August, 1991); the touring of a Thai journalist and TV crew in Canada to report on Canadian environmental technology (Fall, 1990); participation in the Thai Industrial Equipment trade show (May, 1990); the support of the Thai-Canadian Dairy Demonstration Farm in Chiang Mai (inaugurated in February, 1991); and incoming buyers from Thailand to the National Petroleum Show in Calgary to promote our oil and gas sector. More recently, regional ASEAN-wide promotional efforts have included Thailand, in the areas of airport systems, rural telecommunications, aquaculture, and remote sensing.