

2 Future Commercial Prospects

For many economic, political, strategic and commercial reasons, France is hoping to improve its national market and increase its share of the world market. However, there will always be opportunities for trade in sectors where French expertise or natural resources are underdeveloped or do not exist, and also in complementary or compatible sectors. Thus, Canadian government initiatives should contribute to an increase of Canada's market share in various sectors. The French market, in fact, offers numerous niches which could be filled by Canadian products.

Canada must use a variety of measures to improve its position as a trading partner and establish closer economic ties with France. For example, Canada should identify outlets for Canadian companies that are looking for commercial and industrial co-operation. Concentration should be on the most promising sectors, which are: agriculture and food products, automotive parts and accessories, biotechnology, chemical products, composite materials, construction and civil engineering, consumer products, defence and aerospace products, distribution, fish products, forest products, machinery and tools, medical equipment and supplies, personal computers, protection and security equipment, robotics, and telecommunications.

Information sheets outlining the importance of these sectors and the numerous opportunities they offer are annexed to this report.