

FOREWORD

Canada's Export Development Plan for the Federal Republic of Germany has been prepared to assist Canadians to expand trade and economic links with Germany. The review and analysis of this market provide the basis for the market development activities in Germany over the next two to three years, as planned by the Department of External Affairs in conjunction with other federal departments. The provincial governments, who are also active in supporting Canadian exporters, have been consulted in the preparation of this market outline. The development plan does not attempt to cover exhaustively all Canadian interests or all German market opportunities. Rather, it focuses on significant sector opportunities that are consistent with Canadian supply capabilities.

The plan is presented in three parts. The introductory portion, the *Executive Summary*, provides a brief review of Canadian-German trade relations and highlights the principal market opportunities identified for each of the industry sectors included in the plan. *Part I, the Market Overview*, focuses on bilateral Canada-Germany relationships and economic and political conditions in Germany. This will be particularly useful to the reader seeking a broad introduction to the Canada-Germany trade environment. *Part II, Market Opportunities and Sector Marketing Plans*, will be of interest to firms supplying goods and services in the selected sectors and to those companies who foresee possible co-operation in third-country markets or believe that industrial co-operation could be opportune.

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