

FROM THE GOVERNMENT OF CANADA

External Affairs and International Trade Canada (EAITC) is pleased to offer the Canadian environment industry, as part of the Going Global trade strategy, this study on market opportunities in the European Community resulting from the Europe 1992 initiative and the possible means by which Canadian firms can capitalize on them.

Europe 1992 is happening now. The European Community's ambitious Single Market program has already dramatically changed the way Europeans are doing business. The process is irreversible; the pace is rapid and accelerating. If Canadian businesses are to profit from the opportunities that this enormous market will bring, they must be well-informed.

After the recent completion of a series of sectoral studies entitled *1992 Implications of a Single European Market*, EAITC conducted a consultative process which included government departments, the provinces and our European embassies to determine which subsectors should be the focus of further study. The result was the selection of the ocean industry, environmental industries, software, telecommunications products and services and value-added wood products. All of these studies will be published during the Fall of 1991 and into the Spring of 1992.

We also have tangible programs to introduce you to the European market. These are well-publicized through our CanadExport publications. Our trade officers in the European Community Division of EAITC and at the International Trade Centres in each province would be pleased to respond to your specific questions. Take advantage of these programs. They have been established to benefit you.

Publications that are currently available from the series *1992 Implications of a Single European Market* include: Agriculture and Food Products; Telecommunications and Computers; Automotive Industry; Minerals and Metals; Forest Products; Defence, Aerospace and Transportation; Specialty Chemical Products, New Materials, Pharmaceuticals and Biotechnology; Industrial Products and Services; Financial Services; Fisheries Products; and Professional and Consulting Services — Law and Accounting. Other reports include European Economic and Monetary Union; Company Law; Competition Policy; Standards; Freight Forwarding; 1992 and Related Issues; and Intellectual Property.

For more information on publications available, please contact the EAITC InfoExport hotline, 1-800-267-8376.