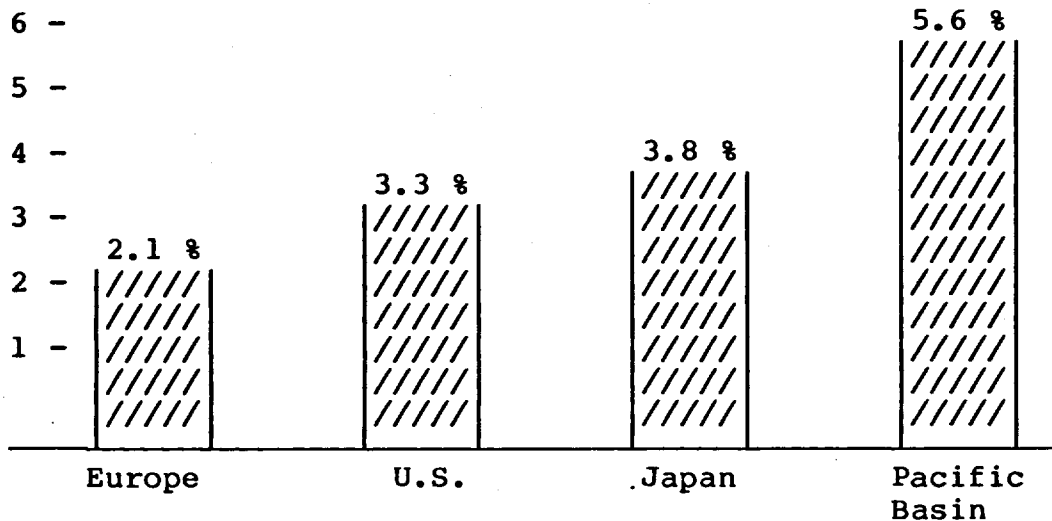


24. The following table shows the projected growth of major world economies, 1985 to 1989.

Projected 1985-1989 Real GDP  
(Average annual growth rates - percentages)



Source: Wharton, World Economic Outlook, December 1984

25. In all of these markets, it is important for Canadians to understand, and indeed to anticipate, the competitive pressures both to secure market access and to stay competitive. In some markets, governments play a pivotal role. In some product areas, trade by international export consortia, and/or multinational enterprises is key, involving a package of turnkey operations and technology transfer. In other areas, the role of trading houses, countertrade and counterpurchase is critical. Such challenges, coupled with changes in traditional trading patterns - including the emergence of regional blocks, increase the competitive pressures on Canada's performance in export markets.

26. These brief indications of major trends in major geographic market areas are not intended to exclude from our perspective the pursuit of improved access to any and all markets for Canadian business. The focus of this document is on access to markets; accompanying discussion papers will explore questions of how we may best assist Canadian business to exploit market opportunities wherever they are identified. The next two sections of this paper focus on the two avenues which offer the greatest potential for major