

## FOREWORD

The European Community (EC), with a GDP similar to that of the United States, is Canada's second-largest trading partner and source of investment and technology. Canadian companies therefore have a particular interest in the completion of the European Community's internal market. The goal of the Single Market program, or Europe 1992 as it is often called, is the complete removal of barriers to the movement of goods, services, labour and capital amongst the 12 member states of the Community to create a dynamic and rapidly growing market.

External Affairs and International Trade Canada (EAITC) is pleased to present this study as part of a series of reports on the implications of a Single European Market on Canada's trading, investment and technology interests. This series includes sectoral reports covering:

- Agriculture and Food Products
- Consumer Goods and Cultural Industries
- 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
- Professional and Consulting Services -- Law and Accounting;

and policy reports concerning:

- European Monetary Union
- Company Law
- Competition Policy
- Intellectual Property
- Standards, Testing and Certification

These reports, prepared by independent consultants and/or policy experts, analyze the trends, export impact, competition, investment implications, technological acquisitions, and political and legal implications arising from the EC Single Market of 1992.

This series of reports complements an earlier study published by EAITC, 1992: *Effects on Europe*, which details the major economic and trade effects of the integration. Now in its third printing, the report provides a clear picture of the harmonizing legislation and implementation measures, and the general expectations and response of European industry.

Subsequent to these reports, EAITC will focus on subsectors of Canadian industry in which particular opportunities arise from the Single Market. These studies will go into much more detail on the trade ramifications specific to each subsector.

Together, these reports, the overview presented in *Effects on Europe*, the sectoral analyses of this series of studies, and the subsector details of the next phase of Europe 1992 reporting are not simply an information base for Canadian business people, but can be seen as a call to action. Europe 1992 is happening now. It will affect the way we do business. We have to know about it. And we have to plan to profit from it.