

rules might ultimately resemble, or even if trade in engineering services would be included under the ambit of such an agreement.

Canada's commitment to trade liberalization has also been advanced through the negotiations of the Canada-U.S. Free Trade Agreement, effective January 1st of 1989, which contains unprecedented binding obligations in the services sector. Exports of engineering and related services to the United States will be enhanced by addressing such issues as temporary business travel and professional accreditation, as well as setting out a general principle of non-discrimination with respect to future regulations in the important North American market.

The preceding analysis of present market conditions for international projects suggests that it is more important than ever for engineering and construction firms active in international markets to develop sound marketing strategies. A pre-requisite to formulating such a strategy is an up-to-date awareness of global economic developments and a familiarity with changing government policies in potential target markets.

In view of persistent debt problems experienced by many developing countries and their related difficulty in acquiring project funding, firms should be realistic in their marketing expectations when pursuing possible projects in such countries. The governments of all industrialized