

FOREWORD

This Export Development Plan has been prepared to assist Canadians to expand trade and economic links with France. The review and analysis of this market provide the basis for the market development activities in France 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 during the preparation of this market outline. The development plan does not attempt to cover exhaustively all Canadian interests or all French 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-French 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-France relationships and economic and political conditions in France. This will be particularly useful to the reader seeking a broad introduction to the Canada-France 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.