

Export and Investment Promotion Planning System

MISSION: 437 LONDON

COUNTRY: 051 UNITED KINGDOM

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- participation in trade missions
- competitive export pricing for this market
- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada

In support of Canadian exports in this sector (sub-sector) the Trade Office is currently engaged in activities which include:

Activity: PREPARE A MARKET PROFILE OF SUB-SECTOR.

Results Expected: STRATEGIC ANALYSIS OF SECTOR & IDENTIFICATION OF TRADE POLICY/TRADE PROMOTION, NEEDS AND OPPORTUNITIES.

Activity: CONTACT WITH IMPORTANT BUYERS OF CANADA'S MINERAL PRODUCTS SUCH AS BRITISH STEEL, NATIONAL SULPHURIC ACID ASSOCIATION, ETC., WILL BE MAINTAINED.

Results Expected: HOLDING OR POSSIBLE INCREASING CANADA'S SHARE OF THE MARKET FOR COMMODITIES SUCH AS IRON ORE, SULPHUR, COKING COAL, ETC.

Activity: REGULAR LIAISON WILL CONTINUE WITH BOTH ASBESTOS INFORMATION CENTRE AND ASBESTOS INTERNATIONAL ASSOCIATION TO MONITOR DEVELOPMENTS REGARDING LEGISLATION.

Results Expected: REPORTS ON A REGULAR BASIS WILL BE MADE.

For the next fiscal year, the Trade Office is planning to undertake the following new export support initiative(s) in this sector (sub-sector):

Activity: CO-ORDINATED CORPORATE LIAISON ACTIVITY WITH POST IDP AN APPROACH TO BRITISH STEEL INDUSTRY TO EXPAND SECONDARY PROCESSING AND INVESTMENT IN CANADA.

Results Expected: BETTER INSIGHT INTO BRITISH STEEL LONG TERM CORPORATE STRATEGY.