

# PUBLICATIONS

## Philippines Packaging

A market study on *The Packaging and Labelling Industry in the Philippines* reveals opportunities for Canadian participation in that sector — one that is a major beneficiary of recent economic resurgence in that country.

Product competition in the local market has intensified, following growth in per capita incomes. Increasing consumer demand has

led industry to register an impressive annual growth rate of 39 per cent for the same period.

These developments are likely to trigger demand for food and beverages, pharmaceuticals, garments, soaps and detergents, toiletries and cosmetics.

The food and beverage sectors, as examples, are expected to grow annually by, respectively, 3.6 per cent and 7.5 per cent over the next five years. This will have a direct impact on the packaging and labelling industry, since food and beverages consume the bulk of the packaging and labelling products.

The study addresses, as well, opportunities that exist in this sector for the supply of raw materials, machinery and equipment.

Copies of the publication can be obtained by contacting the International Trade Centre in your province or territory, or the trade desk of the Asia Pacific South Trade Development Division, Department of Foreign Affairs and International Trade, Ottawa. Fax: (613) 996-4309.

## Power Distribution in the Philippines

Prospects and opportunities in the Philippines for Canadian firms engaged in electric power distribution are outlined in a brief market study prepared recently by the Commercial Division of the Canadian Embassy in Manila.

Among other items, the study notes that the Philippine government has made this sector a top priority, with plans to increase electrification nationally from the current 62 per cent level to almost 85 per cent by the year 2000.

These plans will include system expansion and program rehabilitation that will involve the import of, among other products and services,

poleline hardware, transformers and sub-station equipment.

Readers may obtain a copy of *Philippine Power Distribution* from the International Trade Centre in their province, InfoEx (see box page 8), or the trade office in Manila, fax: 011-63-2-810-1699.

## Global Apparel

*Global Market Opportunities Review for Apparel*, an interim report designed to enhance Canadian export performance and international competitiveness in this field, now is available in English or French versions, from its publishers, the Sectoral Liaison Secretariat (TOS) of the Department of Foreign Affairs and International Trade.

The report is based on global market data — on apparel for men, women and children — obtained from Canadian embassies, consulates and trade missions.

Topics include: territory overview, market access, market opportunities, distribution channels, currency regulations, duties, publicity methods, names of agents, associations, retailers and boutiques.

For a copy of the report, contact TOS. Fax: (613) 943-8820.

## Clarification

Our December 15, 1993 issue announced the publication of a *Directory of Canadian Export Capability in the Environmental Sector*.

Contrary to earlier indications, the publication is not available through InfoEx.

You may obtain it from the regional offices of Industry Canada.

## Detroit the Venue for Army Vehicles

**Detroit** — Companies with innovative products or developments applicable to army vehicles and automotive systems are invited to participate in **TACOM**, being held February 17, 1994 in the Detroit suburb of Warren, Michigan.

The date marks the second annual Canada Day at **TACOM** (The U.S. Army Tank-Automotive Command) and trade officers at the Canadian Consulate General in Detroit are hoping to build on the very successful program that was held for the first time last year.

The goal is to obtain research and development (R&D) contracts — either directly with the U.S. Army or in joint-venture Canada-U.S. programs that are funded through the Defence Development Sharing Agreement.

For further information, contact Ralph Reich, Commercial Officer, Canadian Consulate General, 600 Renaissance Center, Suite 1100, Detroit, Michigan 48243-1798. Tel.: (313) 567-2340. Fax: (313) 567-2164.