



Minister for  
International Trade

Ministre du  
Commerce extérieur

# COMMUNIQUÉ

No. 158

September 19, 1986.

## MARKET STUDIES FOR SOUTH AND SOUTHEAST ASIA

The Minister for International Trade, the Honourable Pat Carney, announced today that a number of recently completed market studies on specific sectors in South and Southeast Asia countries are being made available to Canadian exporters. The studies concentrate on export opportunities in the areas of oil and gas, telecommunications, forestry, high technology, food processing, sporting goods, and aerospace. They were commissioned and funded under the Asia-Pacific component of the National Trade Strategy.

These papers will be sent to Canadian companies on request. They are also being provided to provincial governments. "The studies serve to define promising areas of opportunity for exports and joint ventures for Canadian suppliers in India, Pakistan, Thailand, Indonesia, Malaysia, and Singapore", the Minister said. In these growing markets, Ms. Carney underlined

.../2-

Canada

the fact that Canadian companies will need to act expeditiously and adopt competitive and innovative approaches in order to be successful. To this end, the studies provide detailed market analyses for Canadian manufacturers and exporters of the commercial opportunities that exist in the South and Southeast Asia region."

For more information please contact:

Nigel Godfrey

South and Southeast Asia Trade Development

Department of External Affairs

125 Sussex Drive

Ottawa, Ontario

K1A 0G2

Tel: (613) 995-7662

## LIST OF STUDIES

Malaysia and Indonesia: Forestry - This study identifies business opportunities for Canadian suppliers of manufactured goods and consulting services in Malaysia and Indonesia including logging, sawmilling, logging vehicles, veneers, plywood, panel board, pulp and paper. (Available now)

Indonesia: Telecommunications - Summarizes Indonesian development requirements in telecommunications and identifies the potential scope for Canadian industrial participation in this sector. (Available in November).

Singapore: Market Studies - These review business opportunities in Singapore for the sale of Canadian-made equipment and services including: furniture, food, automotive parts, sporting goods, computer software products, aerospace products and services, telecommunications, oil and gas equipment and services (Available in September)

Thailand and Malaysia: Food Irradiation - Assesses the market potential for Canadian food irradiation and related technologies in Thailand and Malaysia. (Available now)

Thailand: Telecommunications - Offers information to exporters on the telecommunications market in Thailand through the Telephone Organization of Thailand (TOT) and the Communications Authority of Thailand (CAT) which account for 70% of the Thai market. (Available now)

Thailand: Agro-Food Processing - Provides information to Canadian suppliers on investment opportunities in the agro and food processing industry in Thailand. (Available now)

India: Oil and Gas Services - This study will be used to guide the activities of an oil and gas services mission going to India late September 1986. The information gathered during the mission will be available to services companies later in the fall.

India: High Technology Market - This study is now underway. Its Phase I aims at identifying key contacts for Missions visiting India this fall. Phase II will provide an overview of the market for computers, software, robotics and office automation and an analysis of the Indian government policies in these sectors. (Full study available by December).

Pakistan: Agro-Industrial Opportunities - This document outlines market potentials for exports of cattle, semen, feed, pulses, veterinary products, poultry and meat processing as well as consulting services to the developing Pakistani agricultural market. (Available in October 1986)

Copies may be obtained from:  
Nigel Godfrey  
South & Southeast Asia Trade Development  
Department of External Affairs  
125 Sussex Drive  
Ottawa, Ontario  
K1A 0G2  
Tel: (613) 995-7662