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CANADA'S EXPORT DEVELOPMENT PLAN FOR THE FEDERAL REPUBLIC OF GERMANY

As part of Canada's focus on the importance of exports to Canada's economy during the October Export Trade Month, the Honourable Gerald Regan, Minister of State for International Trade, announced the release of Canada's Export Development Plan for the Federal Republic of Germany.

The F.R.G. is Canada's fourth largest trading partner, and two-way trade between Canada and the F.R.G. totalled \$2.62 billion in 1982. Substantial opportunities exist for Canadian industry for the export of products such as computers, defence avionics and electronics, building products, sporting goods, apparel and through industrial cooperation with German companies.

Canada's Export Development Plan for the F.R.G. has been prepared to assist the public and private sectors to expand business in the German market. The assessments and proposals it contains form the basis of the Government of Canada's export marketing activities in Germany over the next two to three years. It is one of a series of market development plans for specific countries prepared by the Department of External Affairs identifying sectors which are consistent with Canadian production and supply capabilities.

The challenge for Canada in the West German market is to increase exports of fully manufactured products, which represented less than 20% of total exports to Germany in 1982. A high priority will be accorded trade promotion initiatives aimed at improving export performance in high technology products, or at developing opportunities for joint ventures and technology transfers in sectors such as woodworking, machinery, automotive products and medical devices, to name a few.

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The market development plan is presented in specific sections relating to Canada-F.R.G. bilateral relations. The Executive Summary provides an overview of Canada-West Germany trade relations and summarizes the strategies for specific industrial sectors in a summarized action plan.

Sections of a general nature describe the environment for Canadian exporters by providing background information on bilateral relations and economic and political conditions in the F.R.G. The more detailed analysis of the priority sectors will be of particular interest to the private sector.

Consulted in the preparation of the Plan were the provincial governments and private sector associations in Canada. Key to the success of this market development plan will be the active involvement and cooperative efforts of these groups.

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