



communiqué

Nº: 116
No.:

AUGUST 16, 1984

EXPORT MARKET REPORT ON THE UNITED KINGDOM

RELEASED BY TRADE MINISTER

Francis Fox, Minister for International Trade, announced today the publication of an Export Market Report on the United Kingdom. The Report is the ninth in a series of market studies intended to assist Canadian exporters in identifying potential sales opportunities overseas.

Mr. Fox noted that the United Kingdom is Canada's third largest export market after the U.S.A. and Japan, and our largest European trading partner. In 1983 total Canadian trade with the United Kingdom was 4.3 billion dollars (exports \$2.5 billion; imports \$1.8 billion). Trade in the first six months of 1984 is running ahead of 1983 levels. In spite of depressed levels of demand and a high priced Canadian dollar relative to the British pound sterling, Canadian manufacturers of fully finished products have continued to do well.

The Report indicates that there are many areas in which Canadian suppliers of goods and services can expect to do well in the United Kingdom. These include: high technology products such as computers and telecommunications equipment; general building products, and pulp and paper; primary and semi-fabricated products in the non-ferrous sectors; secondary manufactured products, for example automotive parts, secondary and service industries equipment, offshore oil and gas equipment and services; and agricultural, fish and food products.

Investment of British origin has contributed in important ways to Canada's development in every major sphere of industrial activity and contacts between Canadian and British companies interested in licensing agreements or joint venture manufacturing opportunities are expected to continue. London has long been a focus of international finance, contacts between Canadian companies and

London-based decision-makers responsible for finance and trade with areas of the world where Britain has traditional ties (Africa, the Middle East and Asia) are encouraged by the authors of the Market Report. They also note that the U.K. will likely continue to be the largest source of overseas tourists coming to Canada.

Mr. Fox said that the United Kingdom market holds long term promise for the Canadian exporter. "Opportunities in the U.K. for Canadian suppliers are still very good, provided they devote the necessary effort to the development of the market", said the Minister.

Exporters are informed in the Market Report of the variety of services available to them through Canadian trade posts in London and Glasgow and various departments of the federal government, as well as through provincial ministries of industry and trade, trade associations and the international centres of Canada's major commercial banks. Mr. Fox encouraged exporters, whether new to the U.K. market or those returning to it after a period of absence, to take advantage of the services available to them.

Mr. Fox also urged exporting companies to use the Export Market Report on the United Kingdom as a source of information on the market and as a reference in the formulation of their own export marketing strategy for the United Kingdom.

For more information contact:

United Kingdom Desk
Western Europe Trade Development Division
Europe Branch
Department of External Affairs
125 Sussex Drive
Ottawa, Ontario
K1A 0G2
Telephone: (613) 995-9401
Telex: 0533745