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CANADA'S EXPORT DEVELOPMENT PLAN FOR FRANCE

The Honourable Gerald Regan, Minister of State (International Trade), today announced the release of Canada's Export Development Plan for France.

This Plan for France has been prepared to assist the public and private sectors in Canada to expand business in the French market. The assessments and proposals it contains form the basis of the Federal Government's export marketing activities in France over the next two to three years. It is part of a series of market development plans for specific countries, prepared by the Department of External Affairs, identifying significant export opportunities which are consistent with Canadian industrial production and supply capabilities.

The provincial governments and the private sector in Canada were consulted in the preparation of the Plan. The active involvement and cooperative efforts of these groups in pursuing the export activities enumerated in the Plan will be the key to the success of this market development plan.

France is Canada's eighth largest trading partner, and trade between the two countries reached \$1.6 billion in 1982. Between 1979 and 1982, exports from Canada to France ranged between \$620 and \$995 million. Surpluses accrued to Canada of \$223 million in 1980 and \$125 million in 1981 after many years of deficit. In 1982, a deficit of \$167 million for Canada resulted largely from reductions in exports of uranium.

Trade opportunities will continue to exist in certain sectors where French capability and natural resources are lacking or where complementarity or compatibility exist (eg. fisheries products, energy products, and packaging and labelling equipment). There are, as well,

excellent opportunities in France for Canadian exporters in the high-technology field, particularly in the computer, automotive, robotics, energy and aerospace sectors. Industrial cooperation in the same sectors and cooperation in third country markets with French firms offer promising prospects.

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