



No. 104

May 16, 1988.

TRADE MINISTER RELEASES ASDB AND

ASEAN TRADE PUBLICATIONS

International Trade Minister, the Honourable John C. Crosbie, announced today the release of two publications designed to assist Canadian exporters in competing in the Asian markets: Winning Asian Development Bank Contracts and Exporter's Guide to ASEAN.

The brochure - Winning Asian Development Bank Contracts - outlines the assistance and services available to Canadian companies pursuing projects funded by the Asian Development Bank (AsDB). It is designed to heighten awareness of the operations of the AsDB, and to provide advice on how to obtain timely information on Bank funded projects.

The Asian Development Bank has lending commitments of over \$2 billion annually to promote the economic and social progress of developing member countries in the Asia-Pacific region. "It is essential that Canadian firms be aware of Asian Development Bank procurement plans and incorporate these potential opportunities into their regional marketing strategies" Mr. Crosbie said.

The publication - Exporter's Guide to ASEAN - provides a succinct overview of Canada's trade and general relations with each of the ASEAN member countries (Brunei Darussalam, Indonesia, Malaysia, The Philippines, Thailand and Singapore) for Canadian exporters unfamiliar with the region.

.../2

Minister for
International
Trade

Ministre du
Commerce
extérieur

"The ASEAN markets offer excellent potential for the export of Canadian goods and services" the Minister said. In 1987 Canadian exports to ASEAN increased by 39.9% to \$908.5 million. "I am confident that this reference guide will assist both new and experienced exporters in improving Canada's trade performance in the ASEAN markets" Mr. Crosbie said.

For more detailed information contact:

Mrs. Louise Branch
Asia Pacific South
Trade Development Division
Department of External Affairs
125 Sussex Drive
Ottawa, Ontario
K1A 0G2
Tel: (613) 995-7680

Copies of Winning Asian Development Bank Contracts and Exporter's Guide to ASEAN can be obtained from the Department of External Affairs (Ottawa), or through the local offices of the Department of Regional Industrial Expansion.