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OFFICIAL OPENING OF THE CANADIAN CONSULATE GENERAL IN MUNICH

The Honourable Gerald Regan, Minister of State (International Trade), announced today that the Canadian Consulate General in Munich will be opened officially on November 7. Mr. Regan will personally preside at the opening ceremonies before continuing on to lead a trade development mission to Australia and New Zealand.

Mr. Regan stated the new office has been opened in recognition of the potential presented by Southern Germany for Canadian exports and industrial cooperation. For bilateral trade, the Federal Republic of Germany is Canada's fourth ranking partner. In 1982, it represented a market for over \$1.2 billion in Canadian products. It is also used extensively by Canadian exporters to expand their sales in other markets via exhibits in German Trade Fairs, many of which are sponsored by the Department of External Affairs. While newsprint, lumber and minerals still constitute a major share of Canadian exports to Germany, the trend for end products has been positive. This has been particularly noticeable for highly sophisticated products related to electronics and aerospace. Most recently, opportunities have opened for Canada's videotext expertise and in the field of cable television.

Mr. Regan pointed out that sales to Germany represent only one facet of Canada's interests in Germany. The Federal Republic is Canada's third leading source of foreign capital and has major investments in Canada's mining, chemical, heavy equipment and energy sectors. This investment has frequently been accompanied by German

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technology and access to stable foreign markets. There has also been a growing tendency for firms in both countries to become involved in joint ventures, licencing or less formal working relationships.

The activities of the new office in Munich will concentrate heavily on trade. Its territory will encompass the two most southern states, Bavaria and Baden-Wuerttemberg, areas which jointly represent one third of Germany's market potential and industrial power. This region is the center of Germany's electronic, aerospace, automotive and mechanical engineering industries. As such, it is of particular interest to Canada as a dynamic market for finished products and high technology sales and as a natural partner for technology transfers, joint ventures or other forms of industrial cooperation

Mr. Regan commented that the opening ceremonies will complete the process started in October 1982 when the Department of External Affairs placed staff in temporary quarters in Munich and made the full range of Consular services available to Canadian citizens and business alike. The Consulate General has subsequently occupied permanent quarters at Maximiliansplatz 9, 8000 Munich 2.