

28. Survey of Canadian Exporters, Canadian Facts (Ottawa: CB785 DH/MSOH August 1991), p. 15.
29. Ibid. See particularly Chenier and Prince, Chapter 6.
30. Trade commissioners at post are increasingly frustrated by the demands of neophyte exporters. This has resulted in the development of such filtration systems. Senior trade commissioners in Europe and Asia have raised these concerns in recent meetings with the Minister for International Trade.
31. Sector Associates, *Commentary on the Trade Commissioner Service*, July 1990.
32. Chenier and Prince, p. 122-3.
33. We have not used sub-regional divisions for ease in manipulating data and given that we are looking for overall trends and patterns. The imprecise nature of business influenced reports, in particular, makes us cautious of taking a more "micro" approach. This may induce some distortions in Europe, given the radically different nature of West and East European markets and Asia Pacific, given the inclusion of the developed markets of Australia and Japan. However, cursory examination of sub-regional data did not appear to indicate major variations and this macro approach was adopted.
34. This effect should not be exaggerated. In 1990/91, PEMD Government-Initiated supported 1,710 participants and PEMD Industry-Initiated supported perhaps another 3,500. Total business visitors supported by government funding may only account for about 15 percent of the close to 33,000 business visitors that year (EAITC/TPE data).
35. We have only used a three year series for reports, given that we anticipated greater workload in the USA post-FTA and in Europe pre-1992.
36. In making these comparisons, we have only included Vote 1 Program Funding and the imputed trade development portion of post operating budgets. We have not included Vote 10 funding, given that the Trade Tracking System does not capture its activities and results. Moreover, we have excluded Eastern European Renaissance from the European trade development budget given that it has a longer-term orientation more akin to CIDA INC.
37. For illustrative purposes, we have compared business influenced per dollar of trade development funds expended and millions of dollars of business influenced per trade commissioners and total personnel.
38. A number of US trade fairs are similarly global in scope. The International Public Transit Show, the Houston Offshore Technology Conference (oil and gas), Comdex (computers), the