

- Assistance to Canadian suppliers in their efforts to penetrate the \$225 billion U.S. public sector procurement market through briefings to Canadian industries in all provinces, and through demonstrations of Canadian capabilities to U.S. public sector purchasers.
- Opening new Trade Satellite Offices in major U.S. cities to provide closer proximity of trade offices to important markets. Sites will be chosen among areas identified as important growth centres with significant potential for Canadian industry.

ASIA/PACIFIC AND WESTERN EUROPE

- New Exporters to Overseas Markets (NEXOS) Program -- This program will diversify markets by identifying companies currently exporting only to the U.S. and assist them in selling to overseas markets. Utilizing the Department's computerized WIN Exports system to identify companies with market interests overseas, DEA will provide an enhanced level of service to exporters.
- Export Opportunities Workshops -- As suggested by the International Trade Advisory Committee and by Canada Export Award winners, a series of workshop sessions by business people to explain the benefits and the "how-to" of entering export markets.
- Multi National Enterprises Global Procurement Program -- This program will assist Canadian operations of multinational corporations to enter export markets by utilizing their corporate linkages to introduce their suppliers to parent or sister organizations in other countries. Intracorporate transfers among multi-national corporations account for approximately 25-30 percent of trade world-wide and 60-70 percent of Canada-U.S. trade.
- New Opportunities Marketplace -- This program is keyed to specific industrial sectors of high potential, and will bring federal trade commissioners from key market areas to Canada for one-on-one interviews and plant visits with potential exporters from these sectors.
- Canadian Trade Fair Visits -- A program, to bring key buyers from abroad to visit trade fairs.