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# CanadExport



External Affairs    Affaires extérieures  
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## New guide offers key to U.S. marketplace

The U.S. It's by far Canada's nearest and biggest trading partner. It's also the most popular and lucrative market in the world for Canadian companies to showcase their products and services. In this issue, **CanadExport** takes a look at this market giant to the south and at more than 60 key trade fairs and incoming buyers' missions planned this year and in early 1986. According to 1983/84 figures, External Affairs' Export Promotion Program for the U.S. market sponsored 64 projects — both

Special Feature

### Where to tap U.S. markets



trade shows and buyers' missions — boosting Canadian sales by more than \$400-million.

## Hi-tech switch knocks 'em cold

Ross Video, an Iroquois, Ont. manufacturer, would much rather switch than fight. While other Canadian hi-tech firms tussled for a share of the hotly contested Japanese market last year, Ross was quietly signing a deal which will put its special line of video switching products centre stage in Japan. One of the company's video switching units has been chosen to play a starring — but backroom — role in the Canadian Pavilion's TV studio at Expo 85 in Tsukuba. But not only will the firm's vaunted "508 Switcher" play a leading role in the Japanese exposition, its other products will be hitting Japan's marketplace thanks

Turn to Page 6 — Ross

## A little good breeding can go a long way

Canadian livestock is continuing to show the world a thing or two about good breeding. Agriculture Canada statistics show world demand for our cows, bulls and pigs — not to mention livestock semen and embryos — is booming. And its not just their North American good looks that's making them international farmyard favorites. Behind the demand is superior productivity and high health standards, according to Agriculture Canada marketing officer Wayne White.

Turn to Page 6 — Canadian

With U.S. buyers' missions to Canada showing the best sales cost ratio and the lowest cost/participation ratio, the Program is estimated to be generating a hefty \$163 worth of sales for every dollar spent. In U.S. trade fairs alone, the export promotion program helped more than 570 Canadian firms from every province showcase products and services to more than one million visitors last year. The program also helped more than 100 U.S. buyers visit trade shows, manufacturers and producers in Canada. Your guide to U.S. trade fairs and buyers' missions is carried on Page 5.

## 'Partnership' urged in Pacific

A Pacific trade partnership that would become a major source of economic opportunity for Canada, has been suggested by External Affairs Minister Joe Clark. "Trade and economics are at the root of that partnership," Clark told a Tokyo business audience late last month. "But we expect it to blossom into stronger political co-operation within the Pacific Region and a growing contact between our cultures." The External Affairs minister said that increasingly, Japan and Canada "are uniting to achieve common international goals." Canada, he said, is committed to devising a sustained and unprecedented emphasis on the Pacific Rim in general and on Japan in particular.

## Exports 'the way to good health'

The key to more jobs and a healthier Canadian economy is successful exporting and Canadian exporters will be offered

### TALKING TURKEY

Canadian turkeys were the pick of the flock during the festive season in Japan. The Manitoba Turkey Producers' Marketing Board, through its export arm C&T Exports Ltd., shipped more than 37 tonnes of turkey to a Japanese trading company in time for Christmas. The export birds were tailored specifically to Japan's preference for smaller fowl and weighed in at about three kilograms (6.6 pounds) each.

that 'key', says the Conference Board of Canada, at an international business conference in Toronto early next month. The conference, planned by the independent research institute, will show exporters how to take advantage of "exciting opportunities" through countertrade, aid-trade links, innovative trade financing and industry-sector collaboration. The Feb. 6-7 conference which will feature a range of keynote speakers from the public and private sector, including Canada's Minister for International Trade, James Kelleher, will present an overview of

Turn to Page 6 — Trade

### INSIDE:

- Western European markets opened by new credit line ..... 2
- Want to check out the Algerian marketplace? ..... 3
- Recruiting is underway for Europe's biggest offshore oil show in Aberdeen ..... 4
- Health care firms land major sales at Mexican show ..... 6

