## CANADA REPORTS

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## Marketing worldwide

Canada is one of the world's leading trading nations. In 1985, it was the seventh largest exporter with export trade valued at \$8.7 billion (US) and accounting for 4.6 per cent of the dollar value of world exports; and it was the eighth largest importer with 3.8 per cent of world imports.



Loading cargo for export.

Trade growth in Canada over the past decade has been impressive: over-all, the average growth rate was 12.7 per cent with imports and exports increasing 11.7 per cent and 13.6 per cent respectively. Today, almost one third of what is produced in the country is exported and imports represent nearly a third of what is consumed. There are an estimated 20 000 exporters or potential exporters in Canada and more than one quarter of the workforce is employed in jobs depending on exports. In 1985, this represented more than 3 million jobs in the workforce of 11.3 million. In the manufacturing sector alone, some 1.2 million people were employed directly or indirectly in export activity.

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> October is Canada Export Trade Month Octobre, le Mois canadien de l'Exportation

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