

ed by the export community as major vehicles for achieving increased world market shares.

The Bureau produced priority export market guides, and provided support to a number of centres for international business studies and to the International Business Research Centre of the Conference Board of Canada. It acted as secretariat to the Trading House Task Force and was the focal point for countertrade issues.

Relations with other government departments with an interest in international trade (especially DRIE) were co-ordinated by the Bureau. It had the lead for trade promotion matters with respect to provincial trade ministries and provided a secretariat to the Export Trade Development Board.

Operational liaison with the Export Development Corporation (EDC) on export financing and insurance matters was a major activity, as was liaison with the Canadian International Development Agency (CIDA) and the Canadian Commercial Corporation, and Canadian procurement by development banks and multilateral organizations.

Canada Export Trade Month was a responsibility of the Bureau. At a meeting of federal-provincial trade ministers an enthusiastic endorsement was given to the continuation of Canada Export Trade Month and the Canada Export Award program.

Priority marketing guide

Guides on selected priority markets were published for Canadian exporters. They outlined export opportunities in priority country markets by sector and provided exporters with information for formulating their own marketing strategies. Guides for France, the Federal Republic of Germany and Saudi Arabia were provided to exporters during the past year, and guides for the Britain, China and Australia are to follow.

Centres for international business studies

Graduate students of international business including eight at the University of British Columbia (UBC), eleven at the University of Western Ontario, six at l'Ecole des Hautes Etudes Commerciales (HEC) and ten at Dalhousie were awarded fellowships during the past year. Support for course development and research in international business was provided to Western, HEC, Dalhousie, the University of Manitoba and UBC.

Trade facilitation

The Trade Facilitation Program aims to assist Canadian companies to become more competitive by reducing their overhead costs in international trade procedures, documentation, and information management and by ensuring that international standards related to the generation, transmission and processing of individual trade transaction data are consistent with Canadian commercial practices and interests. An interdepartmental committee on the Facilitation of International Trade co-ordinates Canada's involvement in the EC Working Party on the Facilitation of International Trade Procedures.

COSTPRO

The Canadian Organization for the Simplification of Trade Procedures (COSTPRO) was supported by the Department in its role as a co-ordinating agency for trade facilitation. COSTPRO developed systems to simplify the processing of export

documentation with the objective of producing significant productivity improvements. It developed overlay systems, approaches to automating the import-export process using microcomputer and electronic mail packages for the transmission of trade messages and documents internationally. The results of this research were successfully tested by several Canadian companies. On March 23, 1984, the COSTRO board of directors approved discontinuation of the program on March 31, 1984.

The Canada Export Award

The first Canada Export Awards were presented by the Minister for International Trade to the following successful exporters: Alan Smelters and Chemicals (Sécal) Ltd., CAE Electronics Ltd., Canparts Automotive International Ltd., ESE Limited, I.S.E. International Submarine Engineering Ltd., McCain Foods Limited, Produits Belle Baie Ltée, Rock-o-Matic Industries, SNC Inc., Seaboard Lumber Sales, Shaver Poultry Breeding Farms Limited, Spar Aerospace Limited, TannerEye Ltd., Versatile Farm Equipment Company and Westinghouse Canada.

These awards acknowledge achievements of Canadian exporters and the importance of exports in the maintenance of Canada's economic well-being. The selection criteria take into account the extent to which a firm has shown increases in its export sales over the previous three years, success in breaking into new markets, and success in introducing new products into world markets.

Trading House Task Force

This Task Force was created in January 1984 to assess the importance of the trading house sector in Canada, to evaluate its potential for developing exports and to identify measures to be taken by both government and the private sector to enhance the export performance of Canadian trading houses, particularly with regard to manufactured products. It is composed of 11 trading companies, a bank and a manufacturer representing a range of size and types of trading companies, product sectors, and other interests in the sector.

Export Trade Development Board

This Board was established in 1981 to advise on issues related to the formulation and implementation of export trade policies and programs, with the primary concern of improving export performance. During the past year, the Board concentrated on multilateral procurement, trade in services, the relationship between trade and aid, export taxation and export education and awareness.

Federal-provincial co-operation

A high level of federal-provincial co-operation exists in the area of export market development. Where provinces have established export marketing programs in response to provincial needs, they avoid duplication of services provided by the Department and ensure maximum export assistance at minimal costs. All provinces give valuable assistance to departmental programs by publicizing their benefits.

ITC-DRIE regional offices

Trade development divisions in the regional offices of the Department of Regional Industrial Expansion deliver the