

Business mission to Italy proves solid investment

When Minister for International Trade John C. Crosbie touched down in Italy (January 29-February 1, 1989) to strengthen Canada's trade and investment links with Western Europe, he was accompanied by 12 senior Canadian business executives.

Like Crosbie, the members of the Canadian Business Development Mission had prospects for increased Canada-Italy trade uppermost in their minds.

While intentions ranged from carrying out initial market surveys to finalizing contracts currently under negotiation, the collective response to the mission, which focused on Rome and Milan, was one of pleasant surprise.

Most participants agreed that Italy offers much more in the way of concrete sales and industrial cooperation opportunities than expected. In many cases, the potential is so great that return visits are already being planned.

For Lavalin Inc. of Montreal, the mission strengthened the company's prospects of teaming up with members of Italy's state-held ENI group to cooperate in energy-sector projects in third countries. Talks have proceeded and the prospects for joint ventures appear excellent.

'The mission turned up an unexpected bonus.'

The object of the exercise for Saskatoon-based Potash Corporation of Saskatchewan was to renew contacts, to survey the Italian agricultural market for prospective buyers, and to evaluate the level of Italian interest in some form of cooperative venture in Canada.

Clareville Ocean Products Ltd. (St. John's, Nfld.) joined the mission to explore further market opportunities.

Although Canada is the largest exporter of fish and Italy one of the largest importers, sales are limited. Italian buyers who met with Clareville Ocean Products showed a keen interest in increased Canadian supplies of several fish

products, including cod and squid.

For Urban Transportation Development Division of Lavalin (UTDC Inc.), of Kingston, Ontario, the mission provided the company with an opportunity to expand its initial successes in light rail urban transportation projects planned for major North Italian cities.

The mission, however, turned up an unexpected bonus. Several potential Italian partners made overtures to UTDC Inc. for cooperation on Italian and/or third-country projects.

Renewed sales expansion of lumber and plywood products was the object of the Council of Forest Industries (COFI) of British Columbia's participation in the Canadian Business Development Mission.

Was the company's objective met? As long as exchange rates remain favourable, COFI feels confident that sales will continue to increase.

Representatives of Menasco Aerospace Ltd. (Oakville, Ontario) held meetings with a handful of Italian companies to pursue various industrial cooperation projects for the manufacture of landing gear and other flight/aerospace control systems. As a result of preliminary discussions, Menasco identified several "promising prospects."

The Toronto, Ontario-based Canadian Manufacturers' Association (CMA) not only accomplished its primary objective--to facilitate the establishment of industrial cooperation links--it also laid the groundwork for a Canadian industrial cooperation mission to Italy this October.

Discussions between Calmos Systems Inc. (Kanata, Ontario) and Italian manufacturers in the semiconductor field produced several possible avenues for cooperation agreements.

As a follow-up to the visit, the company will send a technical specialist to Italy to determine specific market niches.

As a result of its participation, CAE Electronics Ltd. (Saint-Laurent, Quebec) identified several major projects both in Canada and Italy that offer good sales and cooperation potential, including

the supply of flight simulators.

Montreal-based DMR Group Inc. took full advantage of the visit to make a preliminary assessment of the potential for cooperation with Italian companies in software consulting activities.

With such high-technology sectors as telecommunications and data processing earmarked as growth markets for Canadian sales, DMR's initiatives are expected to generate concrete results.

Sales prospects also look good for J.H. Lock and Sons Limited (Toronto, Ontario). During its visit to Milan, the company took part in a series of positive meetings that allowed it to assess the potential for sales not only in Italy but also in third countries.

At the conclusion of their trip, Canadian participants declared the Business Development Mission a unanimous success. "Excellent opportunity," "useful exercise," "pleased with the outcome," and "highly productive meetings," were among the rave reviews the Mission rated.

Controls being updated

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plus Japan), and put Canadian exporters on an equal footing with their European and Japanese competitors. There have been no reductions on controls of nuclear and military products!

The changes will lead to a 25 per cent reduction in the number of export permit applications. This will reduce the paper burden on exporters while concentrating the focus of the controls on military and sensitive strategic goods.

The Department of External Affairs, in cooperation with the Canadian Exporters' Association, just completed a series of seminars to explain the changes in export controls (as announced in the Feb. 15 issue of *CanadExport*, Vol. 7, No. 3).

For more information on the proposed export control changes, contact Michael Fine of External Affairs' Export Controls Division (ESE), tel.:

Trade talks in Tokyo

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later this year. Crosbie also expressed his intention to lead a trade mission to Japan at an early opportunity.

During his visit to Japan, Crosbie also met European Foreign Relations Commissioner Frans Andriessen, Australian Minister for Trade Negotiations Michael Duffy, and got together with Arthur Dunkel, Director General of the General Agreement on Tariffs and Trade (GATT), to check progress on several key issues that were not resolved during the Montreal mid-term session of the Uruguay Round of GATT negotiations last December.

On the multilateral trade negotiations front, it appears the United States may relax its insistence that the European Community eliminate all agricultural subsidies.

By all accounts, Crosbie and his Japanese counterpart, Mitsuzuka, hit it off extremely well, even extending their meeting beyond the allotted time. That's a strong indication that Canada-Japan trade relations can be expected to grow and prosper.

Going for gold

Officers network to bring home tourist conventions

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prising Dallas meetings and conventions officer recently struck gold.

While leafing through the "conventions in Dallas" section of the local newspaper, she uncovered a lead on a U.S. association that has now booked Toronto for its annual convention to be held later this year. The estimated value to Canada? \$330,000. The prospecting costs to the post? \$161.53.

The game plan was simple.

After setting up a meeting with the association president, the officer followed up with a sales call. The sales pitch was such a success that, by the end of the presentation, the president identified three Canadian cities he considered as suitable sites for the annual meeting.

When Toronto emerged as the front-runner, the officer in Dallas contacted prospective Canadian partners in that city and arranged for a site inspection.

The arrangements were made for buyer and

seller to meet and the task of finalizing the deal was left to the private sector.

In terms of dollar value, the Dallas success was relatively small. However, small successes have a way of quickly mounting into major achievements.

In 1988, the amount of business influenced by Canadian posts in the U.S. meetings and conventions market was reported in the neighbourhood of \$200 million.

This year, External Affairs will conduct over 200 site inspections for association executives and corporate meeting planners--all in an effort to help the Canadian travel and tourism industry bring home gold.

To put the prospecting team to work for you or to obtain further information, contact officers of Canadian posts in the appropriate U.S. geographic regions.

Telephone, fax and telex numbers are available through Info Export (toll free: 1-800-267-8376; local calls: 993-6435).