

# CanadaExport



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## Free Trade Bulletin

Canadian trade promotional activities—including a series of seminars being held this month and next and aimed primarily at the United States market—will be boosted by an allocation of \$57 million over the next five years.

Minister for International Trade John C. Crosbie announced the allocation late last year, noting that more than 75 per cent of Canadian exports flow to the United States.

Trade opportunities in this important market will grow even more now that the Free Trade Agreement (FTA) is being implemented.

During 1989, the Department of External Affairs will sharply increase the number and range of its trade promotional activities directly supporting the Canadian export community as part of the Department's strategy to get a greater share of the U.S. market. On the agenda are:

**Direct Trade Promotion Events.** Departmental officials will be assisting business persons in a variety of ways, including reducing the costs and organizational problems they face in participating in trade shows and events, putting them in touch with potential U.S. clients through incoming missions, working with them and their associations to create or update product directories.

The specific sectors include hi-tech (computer hardware and software); defence (aerospace, marine and land-based equipment to specific procurement commands of the military); fisheries and food products (targeting specific consuming markets); environmental equipment (air and water pollution control, municipal waste disposal systems); automotive (particularly the aftermarket); consumer markets (furniture, sporting goods, giftware, cultural products, hardware, housewares, recreational products), and government procurement (selling to the U.S. government a wide range of goods and services).

**New Trade Missions.** Under the successful *New Exporters to Border States (NEBS)* program, hundreds of potential Canadian exporters will be introduced to the modalities of doing business in the U.S. NEBS Missions will go to North Dakota from Saskatchewan; to Boston from the Atlantic provinces; to Seattle from Alberta and British Columbia; and to Buffalo and Detroit from southern Ontario.

**New Exports to the U.S. South (NEXUS).** This program now being introduced by External Affairs, will help Canadian exporters—already successful in northern U.S. markets—to break into markets in the southeastern and southwestern States. Missions planned for early this year are to Texas, Colorado, Missouri and Ohio.

**Post Initiated Promotional Program (PIPP).** Additional funding announced by Minister Crosbie will mean increased budgets to trade posts in the U.S. to enable them to increase their PIPP projects—small, fast-response trade promotion events usually organized in co-operation with provincial governments and the Regional International Trade Centres across Canada. Sectors highlighted for these initiatives include fish processing, materials handling, oil and gas equipment, hi-tech, consumer products, defence and services.

**New Trade Satellite Offices.** The idea of opening small offices, linked to a Consulate or Consulate General, to take advantage of emerging regional opportunities, has proved successful in recent

years. Several of these highly cost-effective new offices will be opening during 1989.

**Sector-by-Sector Studies.** With a view to positioning Canadian firms to benefit from the FTA, the government has contracted with a private firm to undertake, in consultation with Canadian industry associations, studies of up to 80 different industry sectors. The studies are aimed at identifying import opportunities in the U.S. market on a sector-by-sector basis.

**Free Trade Agreement Seminars.** These seminars are aimed at helping Canadian exporters to take advantage of the estimated additional \$3 billion in U.S. market opportunities, arising out of the FTA. The Canadian Exporters' Association, the United States Branch of the Department of External Affairs, provincial governments and Regional International Trade Centres are co-sponsoring the following seminars:

1) FTA technical seminars to inform the Canadian Export Community:

In January, half-day seminars focusing on the changes in customs procedures resulting from the implementation of the Free Trade Agreement and the U.S. adoption of the Harmonized System of tariff classification were scheduled for 12 cities across Canada. Further information on these seminars is available from Pat Molson of External Affairs' United States Trade Relations Division (UET), tel: (613) 993-4159.

2) Selling to the U.S. Government Seminars: In February, a series of seminars on Selling to the U.S. Government will introduce Canadian exporters to the intricacies of the U.S. federal government market—one which spends \$180 billion annually on goods and services.

February 1 - St. John's, Nfld.  
February 2 - Halifax, N.S.  
February 3 - Moncton, N.B.  
February 6 - Quebec City, Que.  
February 7 - Montreal, Que.  
February 8 - Ottawa, Ont.  
February 9 - Toronto, Ont.  
February 10 - London, Ont.  
February 14 - Winnipeg, Man.  
February 15 - Saskatoon, Sas.  
February 16 - Calgary, Alta.  
February 17 - Vancouver, B.C.

For more information on the February seminars, contact Greg Goldhawk of External Affairs' United States Trade and Tourism Development Division (UTW), tel: (613) 991-9482.

A third series of seminars, on export financing and insurance facilities for the U.S. market, will be held in the spring, with dates and locations to be announced as soon as final arrangements are completed. For more information, contact David Brown of External Affairs' United States Trade and Investment Development Division (UTE), tel: (613) 991-9471.