

Division published the proceedings of the conference for distribution to the export community. The Division also launched the first of a series of semi-annual consultations with ITC officers working in the fisheries sector. The Division was instrumental in forming the Interdepartmental Committee on Fisheries Trade, which comprises representatives of EAITC, Fisheries and Oceans, and Industry, Science and Technology Canada.

Under the Program for Export Market Development Special Activities, support was extended to the Fisheries Council of British Columbia, the Fisheries Council of Canada, the Canadian Association of Fish Exporters, the British Columbia Salmon Farmers' Association, the Association Québécoise de l'industrie de la pêche, the Prince Edward Island Fish Processors' Association, the Fisheries Association of Newfoundland and Labrador and the Canadian Sealers' Association.

Resources and Chemicals

The Resources and Chemicals Division placed its highest priority on export promotional activities for

producers of value-added or partially manufactured products. In the forestry sector, resource-based products such as window frames, stair parts and hardwood flooring are the type of processed items that can readily find market acceptance abroad. In the metals and minerals sector, sophisticated industrial materials such as ceramics or thermoplastics are prime candidates for export promotion and licensing of production abroad. Advanced pharmaceuticals and biologicals provide the same potential in the chemicals field.

The Division works closely with many of the industry associations in resource sectors to help them analyze export potential, promote export market awareness among their memberships, and develop strategies to exploit identified opportunities. Special activities funded by the Program for Export Market Development included work with the Society of Plastics Industries, Canadian Ceramics Society, Canadian Manufactured Homes Institute, Canadian Sphagnum Peat Moss Association, and the Fraser Valley Independent Shake and Shingle Manufacturers' Association.