

incremental funding will also be added to the Investment Development Program to encourage an expansion of productive investment flows from Western Europe. The program will attempt to develop new investment in Canada by undertaking targeted activities in selected sectors and countries. Through an augmented corporate liaison program, it will also act to stimulate expansion of existing plant facilities - an important component of foreign investment in Canada.

Trade fairs are proven tools to introduce new product and establish representation. European trade fairs are selling fairs. Our goal is to increase Canada's presence at these major shows.

Events such as the Paris Air Show, Telecom 91 and the Canada-U.K. Marketplace in London require our maximum participation. This past year, Canada has had 25 national stands in Europe. We plan on expanding our participation even further.

Another program, NEXOS - New Exporters to Overseas Markets - was announced last year as part of the World Market Trade Initiative Program. The response has been so positive, and the demand so great, that it will be expanded under our "GOING GLOBAL" strategy. NEXOS - New Exporters to Overseas Markets - was announced last year as part of the World Market Trade Initiative Program. I can report that the response has been so positive, and the demand so great, that it will be expanded under our "GOING GLOBAL" strategy. NEXOS is an extension of the successful NEBS program in the United States. It will introduce companies to European-style marketing and train them in such aspects of business as customs procedures and documentation, labelling, legal aspects and so on. To date, 4 missions have gone over to Europe. They were extremely successful. We are planning at least 8 such missions next year with 15 to 20 exporters who are new to Europe participating each time.

Our fourth major initiative is the "Science and Technology Strategy". It is aimed at fostering Canadian participation in major European research and development projects in order to give us better access to European technology. We will be reinforcing our presence in Europe by taking a more active role in the research and development activities initiated and stimulated by the EC Commission. Funding will be provided for R&D missions, researcher exchanges, and joint projects to enable us to identify and assess specific opportunities arising from the massive new EC programs for research and development.