

organized this current fiscal year with 10 more in the pipeline. Every region of the country has an active NEBS program.

The New Exporters to the U.S. South program (NEXUS), moreover, assists Canadian exporters experienced in the border states markets to expand their exporting activities to the southeastern and western U.S. states. 18 NEXUS missions have been completed and 4 more are scheduled this fiscal year. Examples include an apparel mission from Alberta to Denver; a building products mission to San Francisco; a high technology mission to Huntsville, Alabama; a furniture mission from Winnipeg to Los Angeles; a giftware mission to the west coast; and an electronics mission to Kansas/St. Louis. Results to date are extremely promising with a high ratio of success recorded in these initial NEXUS events.

There are also a number of initiatives in the works to expand U.S. market opportunities specifically for exporters of services. This year, the government in cooperation with industry is developing market studies in the areas of construction and geomatics (aerial survey/mapping) and is discussing possibilities for an export market study with the pre-press association. Moreover, a mission to the Eastern U.S. seaboard involving the Royal Architectural Institute of Canada has been successfully concluded with a number of opportunities identified in the harbourfront and urban redevelopment fields.

In further developments, the government's trade office network serving exporters has increased its coverage of the U.S. market with the opening of five new satellite offices in 1989: San Diego, Denver, Princeton, Miami and San Juan, Puerto Rico. This brings the network of trade offices in the U.S. to 27 - one in each major distribution centre in the country.

Under the Investment Development Program (IDP) about 90 sectorally focused promotional events have been scheduled for this fiscal year. They involve seminars for U.S. business people on the Canadian investment climate and industrial capabilities, investment information booths at key trade fairs, and advertising, mail and telemarketing campaigns. Approximately 5000 serious investment leads are expected to be identified from this year's IDP activities.