

## CHAPTER 3

# EXPORT TRADE DEVELOPMENT

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### *Highlights*

- *Canadian exposure to Asian and Pacific Rim countries contributed to a growth in Canadian export of advanced technology, which outpaced growth averages in the industry as a whole.*
- *Excluding trade among European Community countries, Canada is the world's fastest growing exporter of processed food.*
- *Sales resulting directly from the Program for Export Market Development activities will exceed \$1 billion for the third consecutive year.*

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The activities of the International Trade Development Branch during the past year reflect one of the Department's primary objectives, which is to support the Canadian business community's efforts to develop export markets. An equally important objective is to acquire foreign investment and technology within the context of rapid globalization of business, and an increasingly competitive trading environment.

*Acronyms for this chapter are listed on page 56.*



*Aquaculture experiments are carried out by research staff from St. Andrews Biological Station, New Brunswick.*

- *The Going Global trade development strategy boosted trade program funding by \$93.6 million.*

Initiatives for the year focussed on three major goals of Canada's National Trade Strategy: to secure and enhance access to world markets; to improve Canada's trade competitiveness; and to strengthen Canadian international marketing capabilities.

These activities also ensured that Canada could take full advantage of the business opportunities emerging from important developments such as