

- sponsoring U.S. buyers' missions to Canada;
- strengthening existing export programs such as New Exporters to Border States and New Exporters to U.S. South;
- opening new satellite trade offices in strategically important cities;
- co-sponsoring seminars with the Canadian Exporters' Association that focus on new opportunities in the U.S. market, as well as U.S. government procurement and export financing; and
- publishing new export studies and export-related directories.

The **second pillar** of the new trade-development strategy is the European Community (EC), which is now the world's largest exporter and importer. More than 200 000 Canadian jobs depend on trade with the EC. Canada has recorded a large trade deficit with that market since 1983.

The European Community is undergoing major changes. By 1992, the Community plans to have eliminated virtually all barriers to the internal movement of people, capital, goods and services. It also plans to ensure that standards and certification are harmonized across the Community in order to lower technical barriers to internal and external trade and to improve European competitiveness. In light of the potential impact of "EC 1992" on Canadian exports and on Canada's competitiveness vis-à-vis European firms, External Affairs and International Trade Canada has undertaken an ambitious new program of services for Canadian businesses consisting of the following key elements:

- to make Canadian exporters aware, through seminars and studies, of the major changes taking place in the EC and their impact on access to and doing business in that market;

- to protect Canadian interests in the EC, as Europe prepares for 1992;
- to focus trade-development efforts on sectors that offer the greatest potential for Canadian export growth;
- to encourage the development of strategic alliances between Canadian and European firms;
- to promote European investment in Canada and facilitate Canadian investment in Europe; and
- to foster Canadian participation in major European research-and-development projects in order to give Canadians better access to European technology.

The **third pillar** of Canada's trade-development strategy is the Asia-Pacific region. By the year 2000, this region will contain 60 per cent of the world's population, account for about 50 per cent of the world's economic activity and consume about 40 per cent of the goods and services sold in the world. Canada's trade with Japan could reach \$40 billion a year by the turn of the century and its trade with the so-called "Four Tigers" (Taiwan, South Korea, Singapore and Hong Kong) could reach \$10 billion. By the turn of the century, India could have a middle class that is larger than the entire population of the United States. These are only a few of the reasons why Canadians must pay much closer attention than ever before to the Asia-Pacific region.

The key elements of Canada's Asia-Pacific trade-development strategy include:

- strengthening and improving Canada's presence and trade representation in major Asia-Pacific markets;
- focusing high-profile trade-development events in sectors offering the greatest potential for Canadian export growth, especially for small to medium-sized firms;