

Exporting for growth is a top Canadian priority

CANADIANS ARE selling baking pans to China, software to Morocco, survival technology to Scandinavia, mobile communication systems to the United States, frozen pizza crusts to Kuwait and tracked vehicles to the Soviet Union.

Altogether, Canadians last year sold \$US81 billion worth of goods and services to foreign customers the world over. This year they will sell even more. "We have to — if our economy and the standard of living it supports is to continue to improve," said the Canadian Minister for International Trade, Mr James Kelleher.

That's why the federal and provincial governments have joined with business, national trade and industry associations, universities and the export community to promote exports through the second annual observance of 'Export Marketplace'.

Exporting for growth has become a top Canadian priority and during March 1986 two officers from the Canadian High Commission toured Canadian centres and briefed industry on the potential which lay in the New Zealand market. The manufacturing industry in Canada has been particularly successful in penetrating this market and more than 70 percent of the Canadian exports to New Zealand are partially or fully finished products ... a percentage that is increasing as New Zealand continues its program of import liberalisation.

Canada has always had to depend upon export markets for economic growth, but never more so than now.

Its domestic market nowadays is maturing. It is no longer expanding as vigorously as before. The only way Canada can now fully employ its physical plant and human resources is by finding new markets for products outside Canada.

Those new markets are now being found for almost one-third of what Canada produces. In finding them, Canada is establishing new businesses to replace those which have become obsolete. Existing businesses are becoming more competitive. Most important of all, industry is creating more jobs.

The number of Canadians now at work is upwards of 300,000 more than a year earlier. Most of those jobs have

come, directly and indirectly, from the increase in exports.

But while exports are increasing — by 15 percent last year and close to that this year — Canada is still a long way from exporting all that it can, and the secondary industries are leading the way in New Zealand.

Opportunities

The opportunities for continuing export growth are there — more promising than they've ever been.

'The economies of our traditional trading partners — the United States and Europe — are continuing to grow, with an accompanying increase in their demand for the goods and services we can supply. New trading relationships are being developed in Asia and along the Pacific Rim. The markets for our products are there the world around,' Mr James Kelleher said.

'Many of us have become skilled in developing new products and services. Many of us have learned how to market them in an intensely competitive environment. Many of us have become proficient in doing business in every quarter of the globe.'

'All this is reflected in the rising volume and broadening diversity of our exports to New Zealand, which is one of the major reasons why I opened a new trade office in the Canadian Consulate in Auck-

land in 1985 — to capture a greater share of that small but lucrative market.'

The sales figures tell the story: exports account for 40 percent of the sales of a Montreal custom machinery manufacturer; 90 percent of the sales of a Calgary high density disk producer; 50 percent of the sales of a Burlington, Ontario book publisher; 45 percent of the sales of a Charlottetown medical products supplier; and 80 percent of a Woodstock, Ontario forest equipment manufacturer.

Comparable

Hundreds of other Canadian businesses, mostly small to medium in size, can report comparable export volumes. Almost all are expecting their export sales to continue to grow at a faster rate than their domestic sales.

That is not the way it used to be. Exporting used to be the province, almost exclusively, of big business.

The bigger businesses — forest equipment, telecommunications equipment and service companies, aircraft production and newsprint, and materials for New Zealand production — still generate the largest proportion of Canada's exports to New Zealand. Increasingly, however, it's the small to medium-size businesses that are diversifying and enriching the export mix with new products and developments and, in the process, generating profitable new growth for themselves.



Trade Ministers Mr James Kelleher and Mr Mike Moore meet.