

(f) Export and Information Awareness Programsi) Canada Export Trade Month

The primary export promotion activity of External Affairs and International Trade Canada is Canada Export Trade Month (CETM), held every October. It is a cooperative initiative involving exporters, business groups, associations, governments and academic groups across Canada all striving, through the use of seminars, conferences and expositions, to spread the message that "Exports Build Canada". These activities, accompanied by a comprehensive media relations program, endeavour to increase the public's awareness of the importance of exports to the Canadian economy.

One of the more extensive activities taking place during Canada Export Trade Month is Export Marketplace, which brings together Canadian business people and Canadian Trade Commissioners from our posts abroad to discuss potential market opportunities. Appointments with Trade Commissioners take place in 40 Canadian cities on a one-to-one basis with representatives of Canadian companies interested in exporting. Export Marketplace (1989) is scheduled to take place October 30-November 22.

If Marketplace is the most extensive activity, then the presentation of Canada Export Awards is the most prestigious. Awarded by the Minister for International Trade to a select number of companies, this provides an unequalled opportunity to recognize the achievements of Canada's leading exporters.

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ii) Info Export: Export Trade Information Centre

For most beginning and many veteran exporters in search of information, Info Export is the best starting point. External Affairs and International Trade Canada's export trade information centre, Info Export, acts as an instant guide to all of the export programs and services provided by the federal government. Info Export offers toll free telephone service across Canada and provides exporters with a general export overview. It helps them find answers quickly to specific export questions, either by putting them in touch with the appropriate Trade Officer, or by referring them to other sources of help, such as Industry Science and Technology Canada (ISTC), other Federal agencies, provincial governments, or private sector trade associations. Info Export helps industry plug into the department's trade information network, and obtain general information and advice on the best