

* Funding an expanded program of trade promotion events such as incoming buyers missions and trade fairs, which are the key to introduction of new products, establishing representation and transacting large sales.

* Assistance to Canadian suppliers in their efforts to penetrate the \$225 billion U.S. public sector procurement market through briefings to Canadian industries in all provinces, and through demonstrations of Canadian capabilities to U.S. public sector purchasers.

* Opening of new Trade Satellite Offices in regional U.S. metropolitan centres to provide closer proximity of trade offices to important markets. Sites will be chosen among areas identified as important growth centres with significant potential for Canadian industry.

* Increasing the number of locally engaged trade officers to handle the greatly increased volumes of enquiries.

Asia/Pacific and Western Europe

To enhance the abilities of Canadian companies to penetrate overseas markets, the following new export development initiatives will be undertaken:

* New Exporters to Overseas Markets (NEXOS) Program -- This program will diversify markets by identifying companies currently exporting only to the U.S. and assist them in selling to overseas markets for the first time through NEBS style business missions. Utilizing the Department's computerized WIN Exports system to identify companies with market interests overseas, DEA will provide an enhanced level of service to exporters.

* Export Opportunities Workshops -- As suggested by the International Trade Advisory Committee and by Canada Export Award winners, a series of workshop sessions will be held to explain the benefits and the "how-to" of entering export markets.

* Multinational Enterprises (MNE) Global Procurement Program -- This program will assist Canadian operations of multi-national corporations to enter export markets by utilizing their corporate linkages to introduce their suppliers to parent or sister organizations in other countries. Intracorporate transfers among multi-national corporations account for 25-30 percent of trade world-wide and 60-70 percent of Canada-U.S. trade.