

CHAPTER 3 EXPORT TRADE DEVELOPMENT

Highlights

- Sales by Canadian aerospace manufacturers reach \$8.2 billion.
- Department lends support to Canadian businesses participating in the rebuilding of Kuwait.
- Technology Inflow Program creates 1 550 new jobs.
- Shift to sectoral approach in marketing.
- Government-initiated activities support 197 trade fairs.



Canada is promoted through trade shows around the world

AGRI-FOOD, FISH AND RESOURCE PRODUCTS

AGRI-FOOD DIVISION

The Agri-Food Division, in collaboration with Agriculture Canada, works closely with national agriculture and food associations to develop industry export marketing strategies and detailed long-term marketing plans. A total of 13 strategies have been completed and four more are in process. This has stimulated associations and their members to identify the best export markets and their supply capabilities, as well as to identify constraints to access and areas where government support can be most effective. It has also brought producer and processor groups together to develop and implement integrated international market promotion efforts. Examples are the Canada Beef Export Federation, the special crops industry, and Canada Pork International (CPI).

CONSUMER PRODUCTS

The Consumer Products Division is responsible for the export market development of a broad range of products consisting of apparel, consumer electronics, cultural industries, education and training services, footwear, furniture, giftware, hospital

and medical equipment, housewares, hardware and sporting goods.

During the year, the Division:

- encouraged the Canadian Hardware and Housewares Association to examine the feasibility of companies forming consortia to market complementary products internationally;
- developed a course, with the Canadian Apparel Manufacturers Institute, to assist companies with their international marketing strategies; and
- developed, with various posts in the U.S and Europe, marketing profiles for the sporting goods and apparel sectors.

Data bases have been developed for the cultural and sporting goods industries, and similar work has commenced on the apparel and medical devices sectors. Using the data base, the Division notified companies of six sporting goods trade fairs and canvassed the companies to see where they would like more departmental trade fairs held. The feedback will assist the Department to allocate scarce trade fair resources more effectively.

The Division also gave a number of workshops on how to maximize the benefits of participating in trade fairs.