

RECOMMENDATION 7:

That the Government of Canada rededicate itself at home to generating interest on the part of small and medium-sized Canadian companies in participating in European markets, more adequately preparing "new to Europe" firms for European export opportunities, and following up with these corporations once they are established overseas. More funds and personnel should be allocated to meet these objectives.

The Government recognizes the opportunities for Canadian SMEs in the European market and through a variety of programs is committed to generating SME interest in that market, recruiting Canadian companies to participate in trade activities there, and preparing new exporters for market entry. For example:

1. An extensive range of counselling and exporter education services is provided to SMEs, as described earlier (see response to Recommendation 5).
2. In Canada, outreach activities by federal ministers, heads of mission, and trade commissioners and commercial officers from our posts in Europe have been an effective way of drawing attention to opportunities in European markets. These outreach activities also provide an opportunity for regular exchanges of information with provincial officials.
3. A regular two-page section dedicated to promoting European markets in the bi-weekly CanadExport print publication (with 300 000 readers) and the on-line site has been instrumental in generating interest in numerous European opportunities.
4. Seven 16-page CanadExport Supplements dealing with Italy, Russia, the United Kingdom, Ireland, Germany, Spain, Portugal, Greece and Turkey have been published.
5. High-level activities such as the Canada-France, Canada-Italy, Canada-Turkey and Canada-Greece Investment and Trade Forums have been initiated by Team Canada Inc partners.
6. Team Canada Inc partners and posts abroad provide support and value-added services at major international trade fairs in Europe.