

2. Trade Promotion and Investment Development Activities

The government is participating in a record number of trade promotion activities for the U.S. market in fiscal year 1989-90. These include support for national stands, incoming buyer missions, market studies and initiation of exporters directories. In total, External Affairs and International Trade Canada will participate in more than 400 different promotional events in the U.S. These activities are focussed on energy, chemicals and petrochemicals, defence and related high technology, industrial and transportation equipment, communications, computer equipment and services, and fish, food and beverages. Virtually all of the major trade shows are "sold out" and there are waiting lists of Canadian firms seeking participation. More than 10,000 small and medium-sized Canadian firms are expected to participate in the government's trade promotion programs in the U.S. this fiscal year.

The success of Canadian exporters is reflected in sales reported for some of the trade shows during the first half of the year:

- * Forest Products Machinery Show, Atlanta, June/89
- \$2.57 million on site sales; \$4.425 million 12 month projected;
- * Woodworking, Machinery and Furniture Supply Fair, Anaheim, California, August/89
- \$0.41 million on site sales and \$0.9 million 12 month projected;
- * American Booksellers Association Convention, Washington, D.C., June/89
- \$0.6 million on site sales and \$1.77 million 12 month projected;
- * National Hardware Show, Chicago, August/89
- \$1.6 million on site sales and \$18.2 million 12 month projected
- * American Marine Trades Expo, August/89
- \$1.024 million on site sales and \$7.0 million 12 month projected
- * Montreal Furniture Show, Montreal, June/89
- \$1.0 million on site sales and \$5.0 million projected

Canadian exporters are also taking advantage of the New Exporters to Border States program (NEBS) which assists exporters to explore new markets in nearby U.S. border states. Under the program, Canadian companies that are not currently exporters are assisted to consider the markets just across the border as a natural extension of their home markets. 35 NEBS missions have been