

government for information on international marketing plans and activity of Canadian advanced technology companies.

The Canadian telecommunications industry, (with a financial contribution from the Department) supports the Telecommunications Executive Management Institute of Canada in Montreal. It seeks to expand Canada's export trade in telecommunications goods and services and to enhance the skills of executives from the telecommunications authorities in developing countries. It began a series of management training courses for senior executives during the past year.

Canadian remote sensing firms have successfully demonstrated their product and service capabilities in systems hardware and software to potential buyers in new markets in Asia, Australia, Africa and Latin America. Specialized software packages for primary and secondary industrial processing and for a variety of office management functions have found new markets in Europe, Asia and Latin America.

The Department has produced sourcing manuals, promotional directories and specialized information brochures on computing, electronic, remote sensing and telecommunications products and a rural telecommunications project planning guide aimed at increasing international awareness of Canadian capabilities among foreign technical, planning and procurement managers.

Tourism program abroad

Tourism contributes significantly to Canada's international trade and balance of payments and it stimulates economic growth and prosperity in all provinces. In 1987, foreign visitors spent some \$6 billion in Canada, making tourism the third-largest single foreign exchange earner. It provides direct employment for nearly 600 000 Canadians. The Department is responsible for Canada's Tourism Program abroad, effected through trade commissioners at missions overseas and in the key market of the United States. A Tourism Unit was established to provide operational direction to missions and to serve as departmental focal point for tourism-related matters.

Overseas, the priority markets for the promotion of tourism to Canada are the United Kingdom, France, West Germany and Japan. The Department also has officers assigned to the Tourism Program in the Netherlands, Hong Kong, Australia and Mexico.

A record total of 23 million visits to Canada from foreign countries was made in 1987, an increase of 12 per cent over 1986 which included EXPO 86 in Vancouver. Although the number of U.S. tourists declined by 6.4 per cent during 1987 over the exceptional figure for 1986, the general trend is upward compared with previous years with a 10.2 per cent increase over 1985. In 1987, Canada received a total of 12.7 million U.S. visitors.

Export programs and services

Canada Export Trade Month

Canada Export Trade Month is a national program led by the Department and implemented by the federal and provincial governments and the private sector. Each October, business groups, industry associations, govern-

ments and academic groups co-operate, through seminars, conferences and expositions, to spread the message that "Exports Build Canada." In October 1987, the fifth Canada Export Trade Month, 150 different events were held including seminars and workshops, information sessions, speaking engagements, educational events, incoming and outgoing missions, trade shows, exhibits, tours and awards presentations honouring outstanding Canadian exporters.

Export Marketplace

To inform exporters and firms ready to export of the services available to assist them, and market opportunities identified by the Department's missions, the Department organizes Export Marketplace during Canada Export Trade Month, its largest single domestic export awareness program. In October 1987, the third year of Export Marketplace, trade commissioners from missions abroad met with new exporters to discuss potential opportunities in 35 different markets. These meetings were held in 21 cities in Canada, and trade promotion specialists met with nearly 2 000 companies in over 6 500 interviews.

The Canada Export Awards

Since its inception in 1983, winning a Canada Export Award has been a highly regarded achievement for companies proud of their export success and has been useful to them in promoting their international and domestic sales and in motivating their employees.

In October 1987, at the annual meeting of the Canadian Exporters' Association, the Minister for International Trade presented awards to the following 12 successful exporters: Abegweit Seafoods Inc.; C-E Canada Power Systems, a division of Combustion Engineering Canada Inc.; Connaught Laboratories Ltd.; Exeltor Inc.; Fishery Products International Limited; Hybrid Turkeys Inc.; Knelson International Sales Inc.; Lab-Volt Limitée; Noranda Forest Sales Inc.; The Radiochemical Company (RCC), a division of Atomic Energy of Canada Limited; Saskatoon Chemicals Ltd; and, Westronic Inc.

Federal-provincial co-operation

The Department continued to improve the process of consultations with provincial government departments responsible for trade. Federal-provincial ministers responsible for international trade met in Quebec City in May to discuss a wide range of trade issues; the agenda reflected a commitment to improve access to overseas markets, enhance trade competitiveness and strengthen international marketing effectiveness. This process of co-operation was continued by meetings between departmental and provincial trade officials in every province, with the objective of co-ordinating Canada's trade promotional efforts abroad.

During the year, a pilot project to accommodate provincial trade representatives in missions abroad placed officers from British Columbia in Hong Kong and Düsseldorf, and from Ontario in Seoul.

Montreal initiative

In April, the Department submitted to the Ministerial Committee on the Development of the Montreal Region its response to the recommendation of the Picard Consultative