

- an updated video giving an overview of Canada and Canadians that is suitable for showing to the many overseas audiences interested in the country.

TRADE COMMUNICATIONS

In addition to providing communications on both national and international trade, the Trade Communications Division works to increase Canadian awareness of the importance of international trade to the economy, and to keep Canadian business interests informed of potential export opportunities.

The Division provided communications support for what had been expected to be the final session of the Uruguay Round of GATT negotiations, held in Brussels in December.

A team prepared communications support for negotiations on a North American Free Trade Agreement involving Canada, Mexico and the United States. A booklet, entitled *North American Free Trade: Securing Canada's Growth Through Trade* was published in English, French and Spanish.

A new weekly newsletter, *The Round This Week*, tracks opinion about prominent multilateral trade negotiations. It is distributed to trade associations, academics and other government departments.

As part of the Department's Going Global campaign, the Division produced and distributed a range of promotional material including a video, *Trade Show Gold; a Guide to International Exhibiting*. Another program, *Canada Going Global: Evaluating Your Export Readiness*, is available on computer diskette.

The Division, with the Department's geographic divisions, co-sponsored a series of supplements on trade opportunities in different regions of the world which appeared in *Canadian*, the in-flight magazine of Canadian Airlines International.

InfoExport, the Department's export information centre, provides export-related information to the Canadian business community and to the public. It also distributes the Department's publications. In 1990, InfoExport recorded an increase in the number of requests for information: about 1 000 calls were received each week, compared to 650 per week in 1989.

A national radio and print advertising campaign demonstrating the importance of international trade was run during International Trade Month in October.

The newsletter, *CanadExport*, published twice a month, has a Canadian circulation of 60 000. *CanadExport* maintains an ongoing relationship between the Department and the business community, providing export information that has been collected worldwide by Canada's trade commissioners, as well as information relating to new initiatives in Ottawa.

Visits abroad by the Minister for International Trade required information kits and support to trade missions. The Division arranged media coverage of the Ministers' visits to foreign countries. Detailed itineraries were prepared for incoming journalists, which facilitated their understanding of Canada and its economy.

The Public Information Campaign on the Northwest Atlantic Fisheries, a campaign organized to gain support for Canada's position on overfishing in the Northwest Atlantic Fisheries Organization (NAFO) area, continued to be implemented domestically and in the European Community. It has raised European awareness of the issue and has received the attention of European decision makers, media, academics, scientists and the general public. The campaign seeks to convince the EC and its member states to respect NAFO quotas.

INTERNATIONAL CULTURAL RELATIONS

INTERNATIONAL EXPOSITIONS

The Division has been preparing for Expo '92 to be held in Seville, Spain, April 20 - October 12, 1992. Construction on the 5 000 square metre pavilion is scheduled for completion in December 1991. Ontario, Quebec, British Columbia and the Northwest Territories will participate.

The five pavilion components are a courtyard, pre-show area, IMAX theatre, exhibition hall and a

restaurant/boutique. Exhibits highlight Canadian discoveries, innovations and inventions in various fields of science and technology. The pre-show area will feature a 10-minute audiovisual presentation introducing Canada and Canadians. The National Film Board is preparing a 15-minute film for the IMAX theatre which will offer a spectacular portrait of Canada, celebrating its people and landscape through new cinematic technology. The Corporate Sponsorship Program secured a number