

information technologies and electronics marketing sector is one of prime concentration by missions abroad.

To take advantage of the trade opportunities estimated to be in the \$350 billion range, a global strategy for departmental support for the sector is continually evolving. It concentrates particularly on the mega-economies of Europe, Asia-Pacific and the United States. Marketing strategies by subsector are being developed in consultation with other government departments, provincial governments and the private sector.

The world market series of promotional databases featuring profiles of Canadian exporters in the advanced technology sector was updated and expanded. A new electronics database was established and the computing products and telecommunications databases were updated for distribution to potential foreign buyers.

During the year, some 200 exporters, including 50 new exporters, were counselled by the Information Technologies and Electronics Division, and some 200 companies were assisted in preparation of their international marketing plans. Over 300 Canadian exporters were introduced to new markets through trade missions to Hong Kong, Korea, Taiwan, Singapore, the Nordic countries, Germany, Switzerland, Holland and the Middle East. Incoming groups were hosted with buyers from Malaysia, Japan, New Zealand and several Asian countries. Pavilions displaying products were sponsored at all the major international high-technology fairs. Solo Canadian events were held in London and Seoul to match Canadian capabilities with foreign market opportunities.

B. AGRI-FOOD, FISH AND RESOURCE PRODUCTS

The Agri-food, Fish and Resource Products Bureau concentrates on market forecasting and planning, and on program development and implementation.

Agri-food

Studies during the past year indicated that, excluding trade among the European Community countries, Canada was the fastest growing exporter of