

of price fluctuations. The quick dispatch of government technical specialists can demonstrate Canada's commitment to ensuring complete follow through on export sales and establish the atmosphere of trust that is necessary in international trade.

Technical Assistance

Description: This involves providing technical assistance and training over a period of time in supporting export sales to developing countries.

Assessment: High technology products for export will fail to perform well or at all unless users are given technical training of a high standard. Some countries such as China have come to expect and demand training packages as part of purchase arrangements.

Canadian companies in many cases cannot afford to include training packages and remain price competitive. Government agencies can assist in training packages by providing technical people at no direct cost to the private sector. Other countries provide training support for exporters and Canada must match these benefits if our firms are to remain competitive.

Market Maintenance Mechanisms

Description: These are activities which occur on a regular basis such as the Canada-Japan canola consultations. They provided general market support to the industry by discussing supply-demand, and price projections, industry trends etc.

Assessment: Annual consultations with major purchaser countries where large volumes of exports from an industry occur are very useful in ensuring the trade relationship remains optimum. It is a way of reinforcing the importance the industry and government place on a particular market. Benefits occur for both exporters and importers. Exporters learn about new developments and trends in the market, while importers learn about production trends and industry developments. Supply-demand and price projections can also be discussed. Consultations provide a formalized way of bringing exporters and importers together along with government officials on a regular basis. This is particularly important to importing nations such as Japan which are particularly conscious of and interested in developments in supplier countries.

Solo Food Shows

Description: These shows present the opportunity for small and medium sized firms to display their products to potential buyers. They have been used mainly in the U.S. and occur mostly in large cities where we have Consulates. The first solo show was conducted in Cleveland, Ohio about fifteen years ago. Display space is rented from a major hotel or they may be conducted at the Consulate. Hospitality is also provided and it serves to further promote Canadian products. From twenty-five to fifty firms usually participate.

Assessment: Solo shows are a cost effective way to develop regional American markets for small and medium sized firms. Canadian participants generally tend to choose those shows which are closest to their own centre of manufacture, i.e. most participants in the Seattle show are from British Columbia or the three Prairie Provinces