

**Program for Export Market Development: Summary table**

| Fiscal year | Number of applications received | Number of applications approved | Amount approved (\$000) | Expenditures (\$000) | Sales (\$million) |
|-------------|---------------------------------|---------------------------------|-------------------------|----------------------|-------------------|
| 1980-81     | 3 324                           | 2 498                           | 21 853                  | 9 130                |                   |
| 1981-82     | 4 200                           | 3 064                           | 30 929                  | 17 792               |                   |
| 1982-83     | 5 538                           | 3 998                           | 41 111                  | 20 874               |                   |
| 1983-84     | 5 618                           | 4 105                           | 42 054                  | 26 975               |                   |
| 1984-85     | 6 235                           | 4 543                           | 66 781                  | 32 865               | 353               |
| 1985-86     | 5 363                           | 3 664                           | 36 260                  | 33 706               | 583               |
| 1986-87     | 4 405                           | 2 977                           | 28 270                  | 26 000               | 467*              |

\* preliminary

**Promotional Projects Program: Summary table**

| Fiscal year | Number of proposals received | Number of projects approved | Number of companies assisted | Budget approved (\$million) | Expenditures (\$million) | Sales (\$million) |
|-------------|------------------------------|-----------------------------|------------------------------|-----------------------------|--------------------------|-------------------|
| 1981-82     | 811                          | 299                         | 1 652                        | 8.6                         | 8.8                      | 350               |
| 1982-83     | 1 012                        | 308                         | 1 580                        | 10.6                        | 9.5                      | 600               |
| 1983-84     | 1 073                        | 341                         | 1 894                        | 12.7                        | 13.1                     | 623               |
| 1984-85     | 1 148                        | 448                         | 1 750                        | 15.5                        | 14.7                     | 728               |
| 1985-86     | 1 033                        | 385                         | 1 613                        | 15.7                        | 15.5                     | 763               |
| 1986-87     | 1 218                        | 334                         | 1 500                        | 12.5                        | 12.7                     | 800               |

## Trade and investment policy and planning activities

### Trade Strategy

The National Trade Strategy completed its full second year of implementation of the five-year, \$70 million program which was endorsed by First Ministers in February 1985. Close to \$14 million in export marketing initiatives was expended in the Asia-Pacific region and the United States to optimize export potential in these top two most important regional markets for Canadian exporters. During this period, Canada's share of world imports grew to 4.2 per cent and has returned to levels equal to our trade performance in the late 1960s. The Asia-Pacific region became Canada's second largest market after the United States, and absorbed 9.3 per cent of Canada's exports.

Key elements of the Trade Strategy were to redeploy trade resources to these two principal markets. The opening of four new trade offices was completed in the Asia-Pacific region, in addition to the doubling of the trade staff in Beijing which was effected in the first year of the program.

In the United States, four satellite trade offices were set up and have influenced over \$75 million in new export business as a result of initiatives supported by the National Trade Strategy.

### Tourism program abroad

Tourism plays a significant part in Canada's international trade and balance of payments. The Department has responsibility for Canada's tourism program abroad, effected through trade commissioners at posts overseas and in the key market of the United States.

In 1986 the numbers of foreign tourists to Canada increased significantly, due in large part to the attraction of EXPO 86 in Vancouver, as well as favourable exchange rates. Long-term visits (i.e. more than 24 hours) of tourists from the United States increased 16.8 per cent over 1985 to 14.1 million. Their expenditures also grew substantially: for the third quarter, revenues were up 25.5 per cent from the same quarter in 1985.

Overseas, the priority markets for tourists to Canada were the United Kingdom, France, West Germany and Japan. The Department has officers dedicated to the tourism program also in The Netherlands, Italy, Hong Kong, Australia and Mexico, serving both those countries and the surrounding markets.

Visits from overseas in 1986 increased 24.7 per cent from 1985 to 2.0 million and expenditures also rose substantially. For example, revenues were up 29.9 per cent in the third quarter of 1986, compared to 1985.