

These successful programs have demonstrated the markets available to Canadian manufacturers and have accounted for a significant portion of export sales.

These opportunities have been reinforced by the major currency realignments which have improved the competitive position of Canadian exporters. The Canadian industry will continue to promote fashionable, high-quality products at competitive prices in order to increase its penetration of foreign markets. Fur goods, outerwear and active sportswear are expected to continue as a source of strength and the focus of Industry, Trade and Commerce's efforts will be to improve the export performance of these sectors. In addition, it will support other sectors that are beginning to penetrate export markets where it is generally recognized that Canadian products meet international standards of quality and design.

United States

The United States is the main export market for Canadian-made clothing (\$147 million Cdn in 1982) and remains the most promising. Similarity of life styles and standards of living and the proximity to the US market give the Canadian clothing industry an advantage



Kalpakistan's "Brown Bison" collection is made from superior wool yarns and comes in every imaginable colour. Durable, fashionable and practical, they are ideally suited for both sports and leisure. The uniquely Canadian look is achieved through motifs and designs that symbolize the country's rich cultural traditions and wildlife.

over many other developed countries. However, export efforts to the US have been and will continue to be seriously hampered by a clothing ornamentation tariff that currently ranges up to 42 per cent.

Of particular interest are the northern areas of the United States, where the climate is similar to Canada's and where the style and comfort of Canadian cold weather wear can be explained. This does not exclude the market for many other fashion items such as novelty knit sweaters and leather goods which are marketed elsewhere in the country.

The importance of the US market will continue to be emphasized through federal government sponsored participation in established trade shows, solo shows and incoming buyers missions. A wide variety of goods will be marketed including active sportswear, knitwear, furs, men's and ladies' leather garments, down-filled coats, ladies' fashion sportswear, and children's wear.

Western Europe

The structure of the European market with low internal tariffs applying to European Economic Community and European Free Trade Association member countries places limitations on the ability of the Canadian industry to expand dramatically. Nevertheless it is an important and increasing market for traditional items such as fur goods and outerwear. In addition, with the present currency advantage, participation in trade shows and individual company visits, other items such as active sportswear, wool sweaters and jac shirts and ladies' fashion knitwear are finding a receptive market.

Japan

Clothing exports to Japan now amount to about \$9 million annually, mainly fur garments. The Canadian fur garment industry has been quite successful in sharing in the rapidly increasing demand for imported furs. Other items are now finding their way into the Japanese market. Through use of the Canada Trade Centre in Tokyo for solo shows, Canadian firms have successfully sold goods ranging from Cowichan sweaters to down-filled ski jackets.

Footwear

A stepped-up effort to increase the export volume of Canadian-made footwear is high on the list of priorities for the Department of Industry, Trade and Com-



This unique, high quality harness "Windsurfing PFD" by Stan Loudon Products Limited is being shown at the Snow Show in Las Vegas.

merce and the footwear industry. Exports of footwear (exclusive of skates) given current conditions, is expected to increase from 3 million pairs in 1979 to at least 5 million pairs by 1985.

During the past few years a group of Canadian footwear manufacturers, assisted by the federal government, have been sharing export efforts through incoming buyers missions and the participation in major trade fairs in Europe, which is basically a new market to be developed.

The footwear industry is important to Canada. In 1981 it consisted of 148 firms operating 165 manufacturing plants located mainly in Quebec and Ontario. The industry directly employed 16 600 men and women and produced 43.4 million pairs of footwear with an estimated shipment value of \$755 million. The leather and vinyl footwear sector represents more than 90 per cent of the pairage produced. The rubber footwear sector, employing 1 100 men and women, produced 4 million pairs of canvas, plastic and rubber waterproof footwear.

A continuing upward trend in footwear exports during recent years is encouraging. Exports in 1981 totalled 4.1 million pairs valued at \$68.2 million. In the January-November 1982 period the latest available figures, indicate exports increased to 3.5 million pairs valued at \$68.4 million of which 1.1 million pairs were skates (value \$23.2 million). Some of this export growth has undoubtedly