

## Office for liaison with United States banks

Minister for International Trade James Kelleher has announced that an office has been established in the Canadian embassy in Washington, D.C., to promote, evaluate and co-ordinate Canada's efforts to increase the procurement of Canadian goods and services for World Bank Group and Inter-American Development Bank projects.

The objective of the Office for Liaison with International Financial Institutions (OLIFI), will be to increase Canadian procurement and co-financing in these financial institutions through information gathering and dissemination, and marketing assistance to Canadian exporters, and the representation of Canadian expertise to bank officials.

Mr. Kelleher said that Canada's success in obtaining contracts from the two international financing institutions (IFIs) depends

on timely collection and dissemination of project information, followed up by aggressive private sector initiatives.

The office will serve as the centre of information and services for Canadian companies as well as those in the public and private sector who are actively engaged in pursuing opportunities with the Washington-based development banks. It will be the point of contact for Canadian posts abroad seeking information on projects financed by the banks.

Through regular contact with bank officials and the analysis of bank documents, the office will collect information on the procurement and co-financing opportunities, assess it in terms of sectors and markets of interest to Canada, and provide the information for interested parties. It will establish and

maintain a current database containing information on all projects that it has identified.

In addition to counselling Canadian companies in the development of specific marketing strategies and providing advice, the office will monitor the procurement activities of other major donor countries and recommend measures to improve Canada's record of success.

The office will participate in seminars with the business community and public sector officials to publicize the banks' activities and advise on their structure, operations and bidding procedures. It will also advise the IFIs on various instruments available from Canada, including the use of EDC financing and insurance services, the programs of the Canadian International Development Agency, and the Canadian Commercial Corporation's facility for government-to-government contracting.

## Food products from Canada well represented at Foodex 85 trade fair in Japan

Six food associations, representing 29 Canadian companies, participated in Foodex 85, held in Tokyo, March 11-15. It was the fourth year that Canadian companies participated in the Foodex trade fair in Japan.

Foodex 85 was Japan's tenth International Food Exhibition. Some 22 countries exhibited food products ranging from delicatessen, seafoods, pastas and desserts to drinks. It was estimated that approximately 120 000 people attended the show this year.

The associations that represented Canada were the Canadian Food Processors Association from Ottawa, Ontario; the Wild

Blueberry Association of North America from Fredericton, New Brunswick; the National Dairy Council of Canada from Ottawa, Ontario; the Canadian Meat Council from Toronto, Ontario; the Canadian Association of Fish Exporters from Ottawa, Ontario; and the Canadian Turkey Marketing Agency from Brampton, Ontario.

Foodex was the major event in a nine-day program in Japan organized by the Department of External Affairs and Tokyo embassy staff. Also included were tours of Japanese retail outlets and three processing plants.

Japan is Canada's second most important

market for agricultural and food products. Exports in all categories amount to \$1.5 billion.

A number of Canadian company representatives at Foodex said that the sustained effort to penetrate the Japanese market is producing positive results. Lad Javorek, the director and general manager of export for Cobi Foods International Inc. of Berwick, Nova Scotia, said that "sustained personal contact was necessary to develop the Japanese export food market". The Canadian companies wishing to export, he suggested, should visit Japan a minimum of once a year, over and above trade fair appearances.



Canada's ambassador to Japan, Barry Steers, (centre) and Arthur May, deputy minister for fisheries and oceans, survey a Canadian display of fish and seafood at Foodex 85.



Visitors to the tenth International Food Exhibition, Foodex 85, in Tokyo, Japan enjoy samples of Canadian wine distributed by one of the participants.