

Crosbie trip promotes West European trade

While the Canada-United States Free Trade Agreement was being negotiated, Canada was simultaneously concentrating on expanding trade and investment with Western Europe, particularly in preparation for *Europe 1992*.

The European Community (EC) which, after the U.S., is Canada's second largest economic partner abroad, has become increasingly important—particularly in the areas of trade, investment, joint ventures and technology exchange.

The past two years have witnessed remarkable

growth: Two-way trade between Canada and the EC for the first six months of 1988 was approximately \$14 billion. In 1987, the Community accounted for 716 per cent of Canada's exports, up 16 per cent from the previous year.

To highlight and support this country's Western European trade links, Minister for International Trade John C. Crosbie, will be visiting Switzerland, Italy and the United Kingdom from January 26-February 3, 1989. And, upcoming later this year, is a series of cross-Canada semi-

nars on Europe being organized by the Department of External Affairs.

Crosbie's message to major industrialists, business executives and senior government officials will be straight forward: The new Free Trade Agreement will strengthen the Canadian economy and unify the North American market—offering Western Europeans increased trade and investment opportunities with Canada.

The first week in February, Crosbie will be representing Canadian interests at the Annual Davos Symposium in Switzerland. An outgrowth of the European Management Forum, founded in 1971, the Symposium is a venue for corporate exchanges between about 1,000 world business, political and media leaders. Twenty seminars are slated for each day. Crosbie will be speaking on Free Trade to corporate executives responsible for international trade, investments and joint ventures.

In Italy, Crosbie will hold bilateral meetings with the Italian Minister of Foreign Trade, Renato Ruggiero, and will co-chair with him the initial joint working group on the new *Canada-Italy Economic and Industrial Cooperation Agreement*. As well, Crosbie will be accompanied by a senior-level business mission of nine companies from various industrial sectors and regions of Canada.

In London, Minister Crosbie will meet with Lord Young of Graffham, Secretary of State for Industry and Trade, as well as with key ministers and officials in Foreign and Commonwealth Affairs, Agriculture, Fish and Food, and Energy.

Crosbie will also consult with his Senior Trade and Investment Counsellors from across Western Europe to discuss the direction of Canada's trade promotion thrust into this very important market. The Minister will also address the Canada-U.K. Chamber of Commerce, where all of these major trade issues will be covered. In addition, he will be reviewing Canada's energy plans—particularly Hibernia—with very interested U.K. energy officials.

The Minister's visit, in support of ongoing in-

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Pacific Rim Conference set to convene

The Pacific Rim is a market of growing importance. Participants will learn just how important that market is when they attend the *Sixth Pacific Rim Opportunities Conference (PROC VI)* to be held February 27-March 2, 1989 at the Sheraton Centre in Montreal.

The timely subjects of numerous sessions will examine in detail the trade and investment opportunities and challenges that exist in the Pacific Rim for Canadian business. Among five major speakers at PROC VI will be Hyundai Motor Company Chairman S.Y. Chung who will deliver a keynote address.

The Conference will bring together participants, including provincial politicians and senior federal Cabinet Ministers; executives from Canadian and international corporations; offshore business representatives and senior business people from the Pacific Rim.

Senior Canadian trade commissioners, posted in the Asia/Pacific countries, will speak at the concurrent sessions and also be available for one-on-one private appointments with interested Canadian participants.

A one-day programme on February 28 should be of particular interest to importers and trade

consultants wishing to learn about new products and emerging trends in the Asia/Pacific markets.

The seminar, *Pacific Focus: New Opportunities for Canadian Importers*, is presented in cooperation with the Canadian Importers Association and the Trade Facilitation Office. It will also provide updates on regulations and legal factors in Pacific Rim trade, including intellectual property issues as well as marking and labelling requirements.

Organized by the Pacific Basin Economic Council (PBEC) Canadian Committee, PROC VI is co-sponsored by the Department of External Affairs (DEA), the Canadian International Development Agency (CIDA), the Government of Quebec, the Department of Industry, Science and Technology (formerly Regional Industrial Expansion, DRIE), the Trade Facilitation Office, the Asia Pacific Foundation of Canada, Canadian Airlines International and the Montreal Urban Community.

For more information on PROC VI, contact Dianne Caldbick of the PBEC Canadian Committee, The Canadian Chamber of Commerce, 55 Metcalfe St., Suite 1160, Ottawa K1P 6N4. Tel: (613) 238-4000.

Trade fairs, missions aids to markets

The modern industrial exposition, or trade show, is a major marketing tool. In no other circumstances are so many buyers gathered at one time, in one place—and thus the potential for business at such an event can be staggering.

Handled properly, trade shows enable companies to make significant gains in the marketplace while checking out the competition and establishing and cementing profitable business contacts.

For many years now, the Department of External Affairs (DEA) has been encouraging and actively assisting Canadian companies to take part in key trade fairs and missions, as part of its overall strategy to support private sector export marketing efforts.

The Department has been pleased to learn—via the results of a recent evaluation of the DEA Fairs and Missions Program—that the dollars have in-

deed been well spent.

More specifically, based on a survey of 570 Canadian companies that participated in the program during the period 1984 to 1987, the evaluation study reports that:

- of recorded sales of \$1.7 billion, participants attributed \$755 million to having taken part in the program event and to having received DEA support under the program;
- every government dollar spent generated additional sales of \$10.7 (trade fairs) and \$22.1 (outgoing missions);
- 97 per cent of participants rated the image enhancement associated with being part of a Canadian stand or mission as either "good" or "excellent";
- 85 per cent deemed the event either "good" or "very good" for establishing business contacts;

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