

- to focus trade-development efforts on opportunities for sales on a cash basis, supported by either bilateral or multilateral institutions; and
- to make Canadian firms more aware of multilaterally funded export opportunities in the region.

### ***United States***

With Canadian export sales over \$100 billion (1988), the United States is by far Canada's single largest and most important export market. Implementation of the Canada-U.S. Free Trade Agreement will be the central trade preoccupation vis-à-vis the United States over the next year. The trade-development priorities are:

- to focus efforts to sponsor U.S. buyers' missions on U.S. government procurement agencies, U.S. defence contractors and U.S. urban transit authorities, and to bring U.S. buyers to Canadian trade shows;
- to reinforce existing export-assistance programs, especially those for small to medium-sized businesses, including the New Exporters to Border States and New Exporters to U.S. South;
- to establish new satellite trade offices in strategically important U.S. cities; and
- to help Canadian firms participate in 300 trade fairs in the U.S. covering 72 industrial sectors.

## ***Trade and Industrial Development Program 1988 Highlights***

<i>C\$Millions</i>	<i>Project</i>	<i>Mission Involved</i>
180	Software joint venture	Tokyo, Japan
130	Investment in Canadian auto parts industry	Munich, Federal Republic of Germany
119	Sale of landing gear	Seattle, Washington, USA
100	Sale of helicopters	Mexico City, Mexico
36	Sale of locomotives	Algiers, Algeria
25-50	Plastics-technology licensing agreement	Lagos, Nigeria
18	Engineering-design contract	Kuwait, Saudi Arabia