

investment. And we hope that an augmented corporate liaison program will also act to stimulate expansion of existing plant facilities - an important component of foreign investment in Canada.

Trade fairs are proven tools to introduce new product and establish representation. As companies like Ocean Fisheries here in Vancouver can attest, European trade fairs are selling fairs. Our goal is to increase Canada's presence at these major shows. Events such as the Paris Air Show, Telecom 91 and the Canada-U.K. Marketplace in London require our maximum participation. This past year, Canada has had 25 national stands in Europe. We plan on expanding our participation even further in 1990-91 to 31 national or core area stands at key European trade fairs, 27 information booths at other shows and 39 trade missions.

Another program, NEXOS - New Exporters to Overseas Markets - was announced last year as part of the World Market Trade Initiative program. The response has been so positive, and the demand so great, that it will be expanded under our "Going Global" strategy. It will introduce companies to European - style marketing and train them in such aspects of business as customs procedures and documentation, labelling, legal aspects and so on. We are planning at least 8 such missions this coming year, with 15 to 20 exporters who are new to Europe participating each time.

Our fourth major initiative, "The Science and Technology Strategy", is aimed at fostering Canadian participation in major European research and development projects in order to give us better access to European technology. We will be reinforcing our presence in Europe by taking a more active role in the Research and Development activities initiated and stimulated by the EC Commission. Funding will be provided for R&D missions, researcher exchanges, and joint projects to enable us to identify and assess specific opportunities arising from the massive new EC programs for research and development.

These, then, are the four components of our 1992 response:

- The European Challenge Initiative;
- The European Trade Policy Strategy;
- A European Trade and Investment Development Strategy, and;
- The Science and Technology Strategy.