
D. EXPORT DEVELOPMENT PROGRAMS AND SERVICES

A variety of activities were undertaken during the past year, designed to raise awareness of export market opportunities and to help companies realize their export potential.

Canada Export Trade Month

Canada Export Trade Month was established to promote awareness of the benefits of export trade to companies, their communities and to all Canadians.

The 1989 Canada Export Trade Month was launched by International Trade Minister Crosbie in Ottawa in October 1989, during the Annual Export Awards Ceremony. Regional Trade Month events were sponsored by the International Trade Centres in St. John's, Halifax, Montreal, Winnipeg, Saskatoon, Edmonton, Calgary and Vancouver.

Export Marketplace

As an integral part of Canada Export Trade Month, the 1989 Export Marketplace brought exporters and potential exporters together with Trade Commissioners and Commercial Officers from 50 Canadian missions worldwide, as well as staff from EAITC. A total of

5,892 meetings took place in 11 centres across Canada from October to November 1989 and focussed on export market development for new or potential exporters and also on increasing exports for existing exporters.

Trade Commissioners and Commercial Officers also conducted visits to plants and businesses in 54 communities across Canada to meet with company representatives during the Export Marketplace schedule.

World Information Network (WIN) Exports

The implementation of the World Information Network Exports exporter database was completed at all trade missions abroad. A comprehensive training program costing \$250,000 introduced 85 network managers from around the world to an upgraded version of WIN Exports. The size of the database has stabilized at approximately 30,000 exporters. The process used to update the database, with input from over 1,000 users, was totally redesigned with a significant improvement in magnitude. It now allows the processing of 5,000 changes to the database per day.