

In addition to Marketplace '85, another 5,000 interviews were conducted at the High Technology Conference in Ottawa from March 18 to 22. Attendance at this Conference consisted mostly of established exporters in this industry sector who were looking at means of improving their performance abroad.

A series of Seminars on financing exports to developing countries making use of the facilities offered by international institutions such as the World Bank, was also held in some Marketplace '85 centres. These specialized seminars were also well attended and should result in additional export business for Canada in the field of major infrastructure projects.

"Overall, Marketplace indicates a strong interest on the part of the business community exporting to all regions of the United States closely followed by the countries of Asia, and the Pacific", Mr. Kelleher said. In eastern Canada, the Caribbeans and Central America were also found attractive. Most companies came to Marketplace '85 to seek an assessment of the potential for their products in specific markets. Request to find agents or distributors abroad were numerous. Other topics raised at the interviews consisted of counselling and assistance requests, ranging from general export education to specific problem solving.

"The follow-up phase of Marketplace '85 should ensure that any Canadian firm with export potential that has visited Marketplace will eventually be put in touch with a prospective buyer abroad", Mr. Kelleher said. This follow-up phase of Marketplace '85 is now in progress with the Provincial governments, the DRIE regional offices, the Geographic Bureaux of the Department of External Affairs or Canadian posts abroad being the major centres of action.

A more detailed report on Marketplace '85 will be released early May, with selected data by provinces, and industrial and service sectors.