

Canadian food fair was organized with a department store chain in New Zealand.

In response to growing concern over fur-related issues and their international implications, the Department secured funding for an International Fur Communications Program to be administered by the Fur Institute of Canada. This activity has been co-ordinated with the Fur Council of Canada and Indigenous Survival International to maximize support from the fur industry. The Department was the major contributor to the prestigious Indigenous Exhibit at the Museum of Mankind in London in order to heighten public awareness about indigenous lifestyles and the aboriginal peoples' reliance on the fur trade. It also participated in the newly created Fur Alliance, resulting in a co-ordinated Canada-U.S. fur support effort.

In the fisheries and fish products sector, activities were undertaken in both trade promotion and international fisheries relations. Two fisheries missions were organized, one to acquaint Canadian seafood exporters with opportunities in the German market, and the other to establish Australia as a new market for the under-utilized hake resources found on the Pacific and Atlantic coasts. The Bureau was active in the new and rapidly growing aquaculture sector with a presentation at an investment seminar on the Canadian aquaculture industry in conjunction with Aquanor in Norway.

The Bureau continued participation at major seafood shows in the United States and used a custom-designed generic display at shows in Boston and Orlando. It was also involved in organizing recruitment for ANUGA 87 in Cologne, where record on-site sales of seafood were made.

Two special projects were executed under PEMD — one to the British Columbia Salmon Farmers Association for a long-term market development program, and the other to the Fisheries Council of Canada to support a "Taste of Canada" day in conjunction with the International Seafood Conference in Monaco. Three major multi-year PEMD projects for large seafood exporters were continued.

In the area of international fisheries relations the Bureau served as the departmental co-ordinator. It participated in preparing the *Report of the Federal-Provincial Working Group on Foreign Overfishing* and in co-ordinating the Department's response. It helped shape the response to the *Report of the Royal Commission on Seals and Sealing in Canada*. It was involved with the GATT Panel Report on West Coast salmon and herring and with GATT Article XXIV.6 negotiations on Enlargement of the European Community. It advised on fisheries relations and participated in bilateral discussions with the EC, Japan and other countries. An undertaking was secured from the Federal Republic of Germany to amend its import regulations to remove fresh, chilled and frozen Pacific salmon from the regulations related to endangered species.

The Bureau participated in a special meeting of the Northwest Atlantic Fisheries Organization to revise the Joint International Enforcement Scheme. It also co-ordinated government positions and participated in the Fisheries Committee of OECD, the North Atlantic Salmon Conservation Organization and the International North Pacific Fisheries Commission, and was involved in multilateral discussions for establishing a scientific organization for the North Pacific.

In the primary agricultural products sector, the Bureau continued to promote Canadian purebred livestock and genetic material through participation in international livestock shows in Brazil, Australia, U.K. and Western Europe, and in other agricultural events in China and Southeast Asia.

Incoming missions were an effective trade promotion tool for both plant and animal genetic material, acquainting visiting buyers and quarantine officials with Canadian production conditions, health standards and inspection systems, normally a key factor in the decision to acquire breeding stock or hybrid seed from Canada. Several such groups sponsored during the year were organized to include the Royal Winter Fair in Toronto or the Western Canadian Agribition in Regina in their itinerary. Resulting sales included breeding goats to Brazil and Venezuela, dairy cattle and semen to Portugal, embryos to Australia, and swine breeding stock to Thailand and Malaysia. Other missions included seed potato delegations from Jordan and Saudi Arabia to the Maritimes, and British apple buyers to British Columbia. Two feature films on Canadian beef and dairy cattle were produced in Spanish, Portuguese, Russian and Mandarin versions.

The rapid increase in production of pulses and special crops in Canada was expected to continue. A pulse crop display kit was distributed to increase product awareness in offshore markets and support promotional efforts of Canadian exporters. Newly formed industry associations were supported in developing their market strategies.

Use of the PEMD Special Activities program is an essential ingredient in the marketing activities of many product associations in the primary sector. The Bureau processed over 30 projects, mostly for "generic" promotional activities, e.g., by livestock breed associations, and by dehydrated alfalfa, pulse crop or nursery trade organizations. New markets for peas and lentils, a reduction in the tobacco surplus, and increased exports of seeds for sowing (\$77.5 million in 1987 — up 37 per cent from 1986) are considered to be due at least in part to this kind of support.

Market access for agricultural products in certain regions of the world remains difficult. Efforts continued during the year toward secure access for Canadian seed potatoes to the EC, chopped hay, fresh apples, cherries, tomatoes and sweet peppers to Japan, and dehydrated alfalfa products to Korea.

Advanced technology marketing

The rapid evolution of informatics, remote sensing, instrumentation and telecommunications technologies continued.

As users in the private and public sectors in Canada and abroad enter previously uncharted territory, market profiles change in practically all countries. The marketing promotion task becomes more complex, and marketing strategies concentrate on more specialized segments or "niches." The majority of Canadian trade offices abroad consider communications and informatics to be the major sector of concentration. The Department has continued to assist Canadian advanced technology companies to develop export markets by identifying products with high export potential and preparing export marketing strategies; co-ordinating intragovernment advanced technology marketing initiatives; and serving as a focus of expertise within the