Trade, Investment and Tourism

Securing Market Access

- negotiates bilateral trade arrangements, to enhance access to the U.S., Japanese and other key markets;

- ensures that Canada's interests are promoted and protected through active participation in multilateral trade negotiations, such as the GATT.

International Marketing

- through the department's Trade Commissioner Service abroad, annually assists 32 000 Canadian business visitors to trade offices in establishing local business contacts, and services 150 000 enquiries from Canadian firms;

- promotes tourism to Canada through targeted advertising and marketing campaigns;

- shares the financial risks of entering foreign markets with over 3 000 Canadian companies through $23 million in funding for the Program for Export Market Development (PEMD);

- through PEMD, sponsors annually some 200 trade missions and participation in 150 overseas trade fairs, involving over 2 000 Canadian firms;

- through the Info Export service, responds to some 50 000 enquiries annually from Canadian companies seeking guidance on export opportunities;

- promotes Canadian capabilities abroad and responds to foreign trade enquiries, with the aid of the WIN Exports database of 22 000 export-ready companies and their products or services.

Improving Trade Competitiveness

- promotes foreign investment opportunities in Canada through investment counsellors at selected missions;

- through the External Affairs Technology Inflow Program, assists companies to improve their technology base by the acquisition of foreign technology.

Communications and Culture

- promotes Canada and contributes to the achievement of its foreign policy and economic objectives by projecting abroad Canadian excellence in the arts, scholarship and sport;

- informs Canadians about Canada's role and objectives in the world and about the relevance of international affairs to their security and prosperity;

- informs selected foreign publics about Canada, its policies, achievements and capacities.