

Table 3
PROGRAM FOR EXPORT MARKET DEVELOPMENT
(Industry-Initiated)

Years	Number of applications received	Number of applications approved	Amount approved (\$ thousands)	Expenditures (\$ thousands)	Sales (\$ thousands)
1980-81	3 324	2 498	21 853	9 130	
1981-82	4 200	3 064	30 929	17 792	
1982-83	5 538	3 998	41 111	20 874	
1983-84	5 618	4 105	42 054	26 975	
1984-85	6 235	4 543	66 781	32 865	353
1985-86	5 363	3 664	36 260	33 706	583
1986-87	4 426	2 992	29 432	24 016	572
1987-88	3 997	2 738	22 258	19 000	1 024
1988-89*	3 963	2 887	21 807	18 500	1 050

* Preliminary

formation of the North American Edifact Board. The Board, in which Canada and the United States are equal partners, will be the principal vehicle for influencing the development of standardized electronic trade and transportation messages. Participation in the Board was undertaken to ensure the competitiveness of Canadian exporters in the increasingly competitive global marketplace.

With assistance from the Department, representatives of Canadian industry attended key meetings of the Economic Commission for Europe to standardize international practice with respect to trade documents and procedures.

Trade Development Policy and Liaison Secretariat

The Trade Development Policy and Liaison Secretariat was established during the year to act as a co-ordinating body for trade development policy and liaison issues. It provides strategic planning and evaluation for trade development programs and initiatives and formulates trade consultation strategies. It also co-ordinates the Department's interface with the private sector, via trade and export associations, the provinces, and other government departments on the subject of trade development programs and initiatives. It supports senior management and ministers through the organization of federal-provincial consultations and meetings on trade issues. In February a meeting of federal and provincial international trade deputy ministers was held to discuss issues such as implementation of the Free Trade Agreement with the United States.

The Secretariat co-ordinated the annual federal-provincial trade consultation process. Teams met with their provincial counterparts to discuss and co-ordinate the federal and provincial trade plans for the forthcoming year. The Secretariat also arranged high-level meetings with organizations such as the Canadian Exporters' Association, the Canadian Manufacturers' Association and the Canadian Importers' Association.

On the policy side, the Secretariat co-ordinated formulation of the current major initiative, "Going Global." This initiative has established a three-pillar trade and economic strategy, centred on the U.S., the Pacific, and the European Community. Numerous trade development programs and

policies were formulated, reviewed or evaluated during the year to improve the services available from the Department.

Foreign investment development

Major activities of the Investment Development Program (IDP) focus on Canada's traditional foreign investment sources, namely, U.S., U.K., France, F.R.G., Japan and the Netherlands, to which full-time investment counsellors are assigned. The program has been expanded, in response to increased investment activity, to cover additional European and Pacific Rim countries and the Middle East. The IDP is now supported by some 44 of the Department's missions abroad.

In all areas, the IDP has become more focused, evolving from the general, widely disseminated promotional messages of the initial program to individual contact with targeted corporations and other potential investors. A major message has been to locate in Canada to supply an integrated North American market; this argument has been reinforced by the passage of the Canada-U.S. Free Trade Agreement. The Free Trade Agreement message in offshore promotion will emphasize the advantages of locating in Canada for entry into and supply for the integrated market. Additional efforts have been launched to induce U.S. corporations rationalizing their operations to locate in Canada.

Advanced technology has also become a major program focus over the past year — with increasing attention given to initiatives including conferences, seminars and a strategic partnering project. These initiatives are designed to enhance joint-venturing/partnering technology transfer arrangements with foreign companies, which in turn support Canadian technology development. The Department of External Affairs has worked closely with Industry, Science and Technology Canada to identify key high-technology sectors, after which ISTC liaises with Canadian technology-based companies to determine their requirements for investment.

The Department continues to operate the Investment Development Program with the support and co-operation of