

## The United States

The United States is our most important trading partner, absorbing 75 per cent or \$105 billion of Canada's merchandise exports in 1990. Companies from most product sectors actively pursue sales opportunities in the commercial, defence services and government procurement markets. The U.S. is also Canada's primary source of investment, technology and tourism and is often the first market in which Canadian companies gain export experience.

The export development program for this huge market is developed by creating individual sector strategies through consultation with exporters, associations, provinces and other government departments. Each sector strategy responds to specific industry needs and opportunities. In the aggregate, it includes identifying and encouraging new exporters through special educational programs, creating vehicles to disseminate market intelligence, training, engaging export-ready companies in a high-profile program of national and regional trade shows, conducting highly focused, sector-specific trade missions or strategic partnering events and sponsoring technical seminars designed to facilitate U.S. market access. Our sector strategies cover a three- to four-year period, and, on the basis of these strategies, we schedule events and activities.

This Trade Plan places special emphasis on priority sectors, including computers, telecommunications and the environment, where Canadian supply capabilities and expertise are particularly suited to the market demand in the United States. We are also emphasizing education of new exporters to the U.S. market. At the same time, specific efforts are being made to help more traditional industries develop niche markets and service companies to take advantage of burgeoning opportunities in non-merchandise trade areas.

Expansion of Canada's tourism is of major importance. The Canadian tourism industry generates approximately \$26 billion in revenue and accounts for 4 per cent of Canada's gross domestic product (GDP).

Investment development and technology exchange programs are designed to maximize the growth potential and competitiveness of Canadian companies. Major activities designed to promote investment include the development of strategic alliances.

### Key Strategic Priorities:

- *advance technology, particularly computers and semi-conductors, instrumentation, health and medical equipment, and telecommunications;*
- *find opportunities in services and the environment;*
- *provide educational programs, particularly New Exporters to Border States (NEBS) missions;*
- *increase focus on high-yield business tourism, e.g. business and international pleasure travel;*
- *improve customer awareness, familiarity and knowledge of Canadian tourism products and services;*
- *increase intelligence gathering with travel influencers and disseminate this information to the Canadian tourism industry;*
- *implement phase two of the investment development priority sector strategy, particularly in the software, environment, biotechnology and telecommunication industries;*
- *integrate the Technology Diffusion Strategy with the Technology Inflow Program;*
- *develop new approaches to promoting Canadian partnering opportunities in the U.S. in the software and environmental sectors.*

### Key Activities for 1992-93:

- *60 NEBS educational missions;*
- *121 trade missions;*
- *51 trade fairs, targeting the following sectors: computers and semiconductors, instrumentation, health and medical, communications and telecommunications, and environmental services;*
- *92 trade fairs covering other sectors;*
- *121 investment development initiatives;*
- *52 tourism promotion events.*

Contact: United States Trade, Tourism and Investment Development Bureau  
External Affairs and International Trade Canada  
(613) 993-5912 or (613) 991-9477