

Canada Export

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Entry deadline nears for 7th Export Award

Has your company shown a significant increase in export sales recently? Or, perhaps, it's been particularly successful in penetrating a new export market or in expanding existing ones? Whatever your company's accomplishments in world markets, personnel of the Canada Export Award Program would like to hear about them. And, for the time it takes to fill out an application form, you could find yourself among a select group of exporters whom the Canada Export Award Program honours annually. Since it was inaugurated in 1983, the Canada Export Award Program, organized by the Department of External Affairs, has feted the outstanding achievements of 80 Canadian export companies. This year will be no exception. Companies with at least three years' exporting experience are eligible to win a Canada Export Award--if they meet one or a combination of the following requirements:



- success in introducing new export products to world markets;
- success in penetrating new markets;
- significant expansion of export sales over the past three years; and/or
- success in retaining markets in the face of strong competition.

Minister for International Trade John C. Crosbie will present the awards on October 2, 1989 at a special ceremony held in conjunction with the Annual Meeting of the Canadian Exporters' Association.

Get your success stories in NOW. The deadline for receipt of entries is May 31, 1989.

For applications, call External Affairs' toll-free Info Export hotline, 1-800-267-8376, or contact the International Trade Centre of the nearest Industry, Science and Technology Canada office in your region.

Trade surplus rises

Canada's trade surplus in January rose to \$882 million, up \$241 million over the adjusted December level. Total exports--rising 9.6 per cent to \$11.9 billion--increased in January to all parts of the world except Japan, with a \$314 million increase to the United States. Exports in January 1989, as compared to January 1988, were up by 18 per cent to the European Community, 15.1 per cent to Japan, and 8 per cent to the United States.

Canada-USSR promote trade

How do Canada and the USSR get together on questions of trade?

To date, the meetings of the Canada-USSR Mixed Economic Commission (M.E.C.) have been an important means for handling matters of trade between the two countries.

The latest meetings--the M.E.C. was established in 1976--took place in Moscow in September 1988, with five Canadian provinces attending (Alberta, Saskatchewan, Ontario, Quebec, and Nova Scotia) and two of the 15 Soviet republics (Russia and Estonia).

Change is in the air, reflecting the shift to a more Rendez-Vous Canada for tourism exporters

An annual international travel trade marketplace, Rendez-Vous Canada '89 will be held April 16 to April 19 at the Vancouver Trade and Convention Centre.

Staged by Tourism Canada in co-operation with the Department of External Affairs (DEA), provincial, territorial and municipal tourism authorities and the private sector, the three-day event consists primarily of computer-scheduled, 12-minute buyer-seller appointments--booked in advance between interested parties.

This arrangement is considered to be the key to the success of Rendez-Vous Canada (RVC) which, over the years, has gained international recognition as a leader in travel trade marketplaces and has proved extremely valuable in supporting DEA's tourism promotion activities. This year a total of 14,622 appointments have been pre-scheduled for RVC '89.

An estimated \$50 million in business was conducted at the first Rendez-Vous Canada (Toronto, 1977). From 1977 to 1987, over \$500 million in business was completed and in 1988, an estimated \$275 million dollars worth of business was conducted between tourism industry sellers (Canadian hotels, carriers, outfitters, convention bureaux, etc.) and buyers (foreign tourism wholesalers/packagegers) during RVC at Halifax.

- RVC's objectives are:
- to provide--in one place, annually--an efficient opportunity for international buyers to meet Canadian sellers of tourism products during three days of shopping;
 - to increase the awareness of Canada as an international destination; and
 - to increase the range and number of new internationally competitive products and packages offered for sale.

To date, Rendez-Vous Canada has been held in Toronto, Vancouver, Montreal, Winnipeg, Halifax (twice), Calgary, Ottawa/Hull and Edmonton. This year it is being held in Vancouver for the second time (the first time was in 1978) and it will be held in Ottawa/Hull in 1990.

business-like atmosphere in the USSR's pursuit of commercial relations. New ways are being explored to facilitate trade as a direct result of the Soviet Union's increased liberalization and decentralization of economic control (perestroika). This means that with the recent Soviet enthusiasm for freer and more accessible markets, monopolies on foreign trade are now broken and new opportunities for international business can open.

However, such developments are not for the faint of heart or the casual exporter. The Soviet market requires experience and perseverance. Pursuing business in the USSR is expensive, necessitating multiple trips, much time and significant development capital before any return on investment can be realized.

In recognition of the changing business environment in the USSR, the Canadian government is offering significant help--through its trade commissioners and the Export Development Corporation (EDC)--for Canadian products destined to buyers in the USSR.

On November 1, 1988, EDC signed a \$500 million credit protocol with the USSR's Ministry of Foreign Economic Relations. Financing will be structured on a supplier credit basis. Once a deal has been concluded, EDC will purchase promissory notes issued to Canadian exporters by Vnesheconombank, the USSR's Bank for Foreign Economic Affairs.

Aside from reinforcing Canada's reliability as a trading partner, the protocol is expected to encourage Soviet buyers to consider Canadian exporters as a source of supply for imported goods.

Also, the EDC credit protocol, by helping to ease the transition and by forging new economic links, will open markets and facilitate trade between the two countries. Opportunities for Canada will be greatest in the areas of agriculture and food production, resource development (including the oil and gas sector), machinery, trans-

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Sales leads