

awareness. The Board responded to the request by the Minister for International Trade for input on a range of trade issues, including two government consultation papers, *Export Financing* and *How to Secure and Enhance Canadian Access to Export Markets*.

### Federal-provincial co-operation

A close and effective liaison with provincial authorities on trade development matters was reflected in the presentation of jointly drafted federal-provincial papers tabled at the First Ministers' Conference on the Economy in Regina, February 14-15, 1985. The papers outlined steps to be taken in the development of a national trade strategy, including a proposed International Marketing Action Plan. These papers provided the framework for ongoing federal-provincial discussions, including preliminary work on the development of joint federal-provincial marketing plans for countries and sectors of particular current interest.

### ITC-DRIE regional offices

External Affairs continued to work closely with the trade development divisions in the regional offices of the Department of Regional Industrial Expansion to ensure the effective delivery of the Department's trade development services and programs to the regions of Canada. In 1984-85, the trade development divisions continued to assist Canadian companies at the regional level to expand exports as a contribution to job creation, regional economic development and a positive balance of payments. The regional offices analyzed and planned export trade activities, delivered funded programs such as PEMD, analyzed export capability, built upon knowledge of export markets and organized seminars.

### Program for Export Market Development

PEMD continued to encourage the export of Canadian goods and services by sharing with the Canadian business community the financial risks of entering new foreign markets. The financing is repayable if export efforts are successful. The program's nine sections cover sustained export market development, support for the agriculture, fisheries and food products

industries and contributions to non-profit organizations. During the 1984-85 fiscal year, 5 593 applications were received under the program, which approved \$65.2 million in support and paid out \$33.3 million.

### Promotional Projects Program

PPP continued to provide funds for organizing national exhibits at trade fairs outside Canada, trade and economic missions, seminars abroad and in Canada and incoming trade missions and visits to Canada by foreign officials and business people. The 1984-85 program included 190 trade fairs and information booths in 57 countries involving 1 200 companies, 71 outgoing trade missions and seminars taking 600 business people to 65 countries, and 173 incoming missions and visits bringing 1 000 foreign officials and business people from 63 countries to Canada. Export sales influenced by these activities are expected to total \$1 billion, at a cost of \$16.8 million.

### Investment promotion

The government significantly raised the priority of promoting investment in Canada, by both Canadians and non-Canadians. The importance of this objective is reflected in the replacement of the Foreign Investment Review Agency with Investment Canada. In November 1984, in anticipation of the new Investment Canada Act and the increased role the Department will play in promoting investment from abroad, a new Investment Development Division was created. This Division will work closely with Investment Canada and DRIE in the design and planning of the federal investment development program and in the implementation of international investment promotion activities.

Successful investment promotion relies heavily on co-operation with provincial governments and the private sector as well as a high degree of interdepartmental coordination. During its first four months, the Division consulted extensively with other federal departments, the provinces and the private sector to create this required program structure before the passage of the new Investment Canada Act, anticipated in June 1985.

**Program for Export Market Development: Summary table**

Fiscal year	Number of applications received	Number of applications approved	Amount approved (\$000)	Expenditures (\$000)	Budget (\$000)
1979-80	3 369	2 526	21 853	11 105	7 000 <sup>1</sup>
1980-81	3 324	2 498	21 853	9 130	7 000 <sup>1</sup>
1981-82	4 200	3 096	30 916	12 791	15 000 <sup>2</sup>
1982-83	5 541	4 002	41 208	20 869	19 109
1983-84	5 658	4 160	42 095	26 761	28 208
1984-85	6 235	4 543	66 785	32 862	34 814

<sup>1</sup> A base supplemented by allotment transfers to meet actual expenditures.

<sup>2</sup> The program was partially closed for five months in 1980-81 prior to receiving additional funding. This meant that fewer commitments were made which required expenditures in 1982-83.