

us today. Mr. Kilpatrick is Assistant Deputy Minister - Asia and Pacific Branch. Al has a wealth of experience in trade, and he's spent time in the far east. Working with Al are the Directors-General for the geographic bureaus within the branch; they're Jean McCloskey, Pacific, Earl Drake, South and Southeast Asia, and John Hadwen, East Asia. They're all experienced professionals, and can guide you in accessing the resources which exist within the trade group.

On the marketing support activities I referred to, the January 1983 visit by Prime Minister Trudeau to the countries of ASEAN, and Japan, advanced the perception that Canada, as a Pacific nation, is committed to the growth and prosperity of the region. (Not only has the founding committee of the Asia Pacific Foundation been established, but also visible progress has been made with the Pacific Economic Community Concept).

I was able to follow up on the Prime Minister's trip by leading a large trade mission composed of 44 senior businessmen to the ASEAN countries several months later. The visit enabled me not only to appreciate the exciting potential which exists for sales and investment with ASEAN countries, but also to recognize how well Canadians are received in the region.

Current plans call for me to undertake a similar mission to Australia and New Zealand in early to mid November.

My Department some three years ago began the publication of Export Market Development Plans for several countries. The purpose was to lend focus to Canadian Government export marketing efforts, identify sectors holding substantial promise, identify mechanisms for trade and investment promotion, provide a medium term market development plan for the country under review, and provide information on the recent marketing experience of Canadian firms. Some seventeen market development plans either have been completed or are in preparation. The plan for Japan was released in December 1982. A second Australia plan will be released shortly, revised to reflect current market conditions and opportunities. Plans for each of the five countries of the ASEAN are to be issued in the coming year, as will be the plan for Hong Kong. In short, eight of the twelve major markets under review at this conference will be treated in detailed, analytical, sharply focused market development plans.

Another mechanism found to be very useful in assisting efforts of Canadian firms is the Promotional Projects Program. In excess of \$2 million, for trade fairs and mission activity, has been allocated for the current fiscal year for Asia/Pacific countries. Some eighty to one hundred of these funded promotional events lead to well in excess of \$100 million of additional sales