

- FAIT prepares each year a list of all the promotional activities (food shows, fairs, incoming and outgoing missions, special activities etc.) for the value added food sector. This list is organized by market, so that individual firms interested in a particular country can learn immediately the government-funded trade activities planned for that country. The list for value added food is combined with similar lists for other sectors, published as the ITBP, and distributed widely among commodity associations and trade organizations.

The Trade Commissioner Service also recognizes it provides a valuable service to Canadian exporters in making and maintaining contacts with buyers and other industry participants in foreign markets. The Trade Commissioner Service will continue to:

- Maintain Canada's current support of post promotional projects in priority markets including: trade fairs, incoming and outgoing missions;
- Provide PEMD support to companies and associations for revenue and results oriented marketing activities.
- Support regional and provincial priorities, as well as public and private sector groups in developing and implementing their marketing strategies. Encourage, support and co-operate with the regions and provinces.

FAIT also has a role to play in enhancing the ability of firms and associations to take advantage of marketing opportunities and to assist them in making use of existing and growing amounts of marketing intelligence. In this regard FAIT can assist industry to:

- Work through trade associations to identify industry and sectoral needs and priorities;
- Encourage the formation of regional export clubs and marketing consortiums;
- Identify and meet with companies with the mandate and capability to export, and assist them in identifying opportunities and developing marketing strategies;
- Assist companies, in conjunction with the efforts of other government departments, to develop international business skills required to deal in export markets;

FAIT also has a mandate to continue its efforts to improve market access of Canadian firms to foreign markets. This is done through the negotiation of trade agreements such as FTA, NAFTA and GATT. Equally important is the ongoing discussions with other governments on tariff reduction and reduction of non tariff barriers.