

CanadaExport



External Affairs and
International Trade Canada

Affaires extérieures et
Commerce extérieur Canada

VOL. 7, NO. 14

SEPTEMBER 15, 1989

Cross-Canada events highlight Export Trade Month

Preparations are well on their way for next month's **Canada Export Trade Month** that will showcase the wide range of Canada's export achievements.

First launched in 1983 and co-ordinated each year by External Affairs and International Trade Canada (EAITC), **Canada Export Trade Month** is run jointly by federal and provincial government departments, with the co-operation of private organizations and companies across Canada.

The program's goal is to make people aware of how important export trade is to Canada.

Export Trade Month helps show that trade promotes prosperity. Nearly one-third of what we produce goes to other countries. In 1988 alone, Canada exported goods and services worth \$157.3 billion.

To succeed in today's rapidly changing global economy, Canadians must be particularly competitive in the United States, the European Community and the Asia-Pacific region. These three markets are the pillars of Canada's new trade development strategy.

Specifically, **Export Trade Month** activities have been developed to explain the opportunities and benefits of international trade; to recognize, publicly, companies that have excelled in export trade—through the **Canada Export Awards**; and to introduce new exporters (and firms that are ready to export) to government programs and services.

Canada Export Trade Month 1989 will be launched October 2 at the Congress Centre in Ottawa. The **Canada Export Awards** are to be presented by Minister for International Trade John C. Crosbie—in conjunction with the Annual Meeting of the Canadian Exporters' Association—to a select group of Canadian companies in recognition of their achievements in export excellence. These are companies that, in the judgement of a panel of prominent members of the business community, have done an outstanding job selling Canadian goods and services abroad.

More than 250 companies are competing for these awards. About 15 winners will be selected and their names will be publicized nationally.

There have been 80 winners of the **Canada**

Export Award since the program started in 1983. Excellence in exporting is the program's single most important criterion.

The winning companies have come from all regions of Canada and comprise a cross-section of our diverse exporting community. Large companies have shared the winners' circle with small companies. All the winners have an impressive track record in reaching international markets with exceptional Canadian products—often in the face of stiff international competition.

There are many other events and activities taking place during **Canada Export Trade Month**. All told, provincial committees organize hundreds of events each year focusing on trade, including seminars, tours, "how-to" workshops, and other special events.

A special feature of **Canada Export Trade Month** is **Export Marketplace '89**. Organized by EAITC to provide specific information about exporting, this cross-Canada event offers you the chance to talk face-to-face with trade commissioners from Canada's foreign missions. **Export Marketplace '89** will take place in 51 centres across Canada.

Events being planned in addition to **Marketplace** and sponsored by International Trade Centres (ITC) in several cities and regions are:

- **Saskatchewan**—Federal Business Development Bank (FBDB) seminars held in conjunction with the Saskatchewan Trade and Investment Department; (FBDB Small Business Week Oct. 23-27); Canadian Exporters' Association (CEA)/Chamber of Commerce luncheon.
- **Winnipeg**—Trade Month kickoff (ITC, provincial officials and Chamber of Commerce).
- **Toronto**—Trade missions from the Gulf States, United Arab Emirates, Kuwait, San Francisco, Thai Board of Trade; Trade Shows Made Profitable seminar: Barrie, Orillia, Scarborough (Oct. 12, 19); Canadian High Tech Week (Oct. 17-19); Seminar on Japan, ITC/London Chamber of Commerce (Oct. 11, 18).

Other **Trade Month** events planned for October include the unveiling by Minister

Crosbie and the President of Canada Post of the **Export Trade Stamp**—another highlight of the **Export Awards** dinner.

Trade meetings scheduled for October range from International Trade Advisory Committee (ITAC) to Sectoral Advisory Groups on International Trade (SAGIT) working sessions between Minister Crosbie, trade officials and national sectoral, business and trade associations, to discuss trade strategy and export programs and services. ITAC includes representatives of 17 sectors—from agriculture and food products and services to consumer products and service industries.

October will also see the release of various publications in support of both **Canada Export Trade Month** and **Export Marketplace**.

- These include:
- The new version of *CanadaExport*;
 - *Canadian Trade Development in Perspective*, an annual review of Canada's trade performance, with an outline of the government's current trade agenda, priorities and goals;
 - *The Importance of Trade to Canada*, a one-page flyer summarizing the above publication;
 - *Corporate Pocket Folder*, outlines EAITC's trade programs and services.

No matter what the event, the message is loud and clear: take part. Help make the slogan "Exports Build Canada" a reality for years to come.

INSIDE:

- World Bank projects from Bangladesh to Zaire offer sales leads for exporters to international markets 2
- Canada's International Trade Centres: "one-stop shopping" 3
- Export Marketplace '89 events geared to the export-oriented 4
- Seminars, from Free Trade to women business owners 5

Sales leads