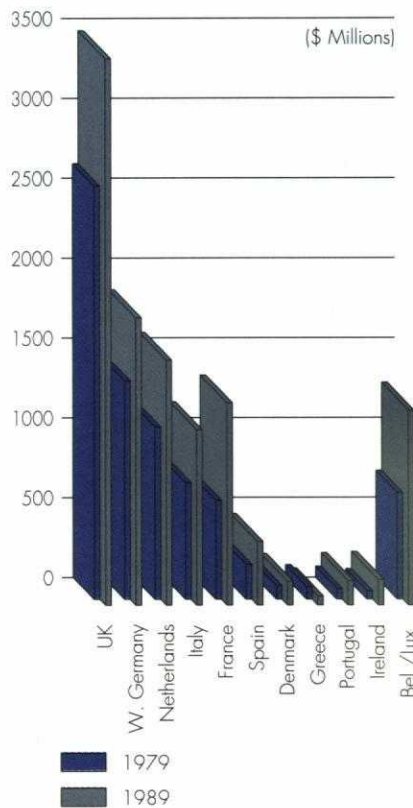


MERCHANDISE EXPORTS FROM CANADA TO EC



- b) **Counselling the Business Community on 1992 Opportunities and Challenges.** Together with the provinces, EAITC is co-sponsoring a series of cross-Canada conferences involving high-profile experts from the public and private sectors. Each conference is unique, focusing on sectors of particular interest to each region (e.g. agriculture, telecommunications, automotive, forest products). All are structured to include single presentations, panel discussions, planning sessions, sectoral workshops and open question periods.

In addition to these major regional conferences, EAITC is sponsoring sectorally focused seminars such as automotive, medical engineering, minerals and metals and chemicals. Workshops on topics of interest to all sectors, such as standards, company law, competition policy and strategic alliances are planned for next year.

EAITC is working jointly with the Canadian Standards Council to collect and disseminate information on EC standards. This will be accessible to Canadian companies through a computer information service at EAITC and International Trade Centres across the country.

- c) **Develop and Implement Programs to Capitalize on 1992. Strategic Partnering** focuses on expanding long-term cooperation between companies. It encourages such things as reciprocal distribution arrangements for market penetration (in the case of complementary products), cooperative manufacturing arrangements, and joint efforts in third markets. It provides mutual assistance with established contacts, distribution networks, technology and market understanding. EAITC assists Canadian companies to identify where such an approach makes sense and to find appropriate partners, drawing on trade commissioners in the field and specific, highly focused sector studies.

The **European Trade Fairs and Missions** program has been expanded and upgraded in an effort to increase the number of Canadian companies doing business in Europe. Participation in events in Europe is aimed primarily at increasing sales of manufactured and high-technology products, communications and electronics equipment, forestry products, automotive parts, oil and gas equipment and agro-industrial products including fish.

The **New Exporters to Overseas (NEXOS)** program is similar in aim to the NEBS and NEXUS programs in the USA as it targets exporters new to the Western European market. The objective is to teach them enough about doing business in a specific European marketplace to make a sound business decision on how best, or whether, to pursue sales there. NEXOS missions normally visit a major European sectoral trade show as part of the program.