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EAMIP PROJECT NO. TF06

TITLE: Export Market Development Plans

RESPONSIBILITY: Project Manager: TEA - J.M. Hill
Project Coordinator: N.P. Godfrey
Project Officer: (to be determined)

PRESENT SITUATION:

Export Market Development Plans were approved by Cabinet in 1980 as part of Canada's Export Strategy for the 1980's and represented a departmental response to a number of concerns raised by the Hatch Report. To develop a list of priority countries to be the target for special export promotion resource allocation, an analysis was made of those countries representing markets of unusual export opportunity as evaluated against Canadian supply capability. A list of fifteen countries was developed and has been expanded since to nineteen to include the U.S.A and all the ASEAN countries.

The initial series of Plans, covering Mexico, Australia, Korea, Brazil, Norway and Japan, were produced between April 1981 and December 1982. The length of these early plans, as well as the excessive time in preparation, prompted criticism from the Auditor General.

An internal evaluation of the Plans' effectiveness was reported to DMT in October 1982 following recommendations contained in the Auditor General's report. Revisions to format and content were made to meet these concerns, as well as the adoption of improvements to the process of consultation with various end users in the provincial governments and private sector. These recommendations were substantially implemented in 1983 with the publication of the French, German and Saudi Arabian Plans. However, the issues of timeliness and relevance of the Plans' content to the private sector, together with the pace at which the Plans have been produced, remain outstanding.

More specific user feedback on the relevance and utility of the first six Plans was sought during the summer of 1983 through the circulation of a questionnaire by TEA to some 750 users. The return of over two hundred responses represented a high response rate and provided a useful basis of data on which consultations can be drawn.

In order to improve the Program, changes to the market development approach have been approved in principle by the ADM, International Trade Development Branch. These changes apply to the scope, relevance, timing, publication, responsibility, and description of the documents. Although the document now being produced may, on the basis of consultation with the geographic bureau, continue to provide the basis for market development planning considered appropriate by each bureau, the documents may not include information on detailed action plans, the publication of which has been criticized.