

and labelling equipment are under way. Other equipment and service sector strategies are now under consideration, including an export marketing strategy for plastics industry machinery being developed with the Society of the Plastics Industry of Canada.

Major developments during the year included the successful coordination of the Department's interests in the important international environmental conference and trade show Globe 90; the introduction of an amendment to the Program for Export Market Development that permits companies to use PEMD's support to bring their new foreign representatives to Canada for training; successful penetration of Far Eastern markets for autoparts; and the formal signing by the Minister for International Trade of a Memorandum of Understanding with the Prairie Implement Manufacturers' Association, which sets out the parameters of the joint development of an export marketing plan for this significant sector of the Canadian economy.

Consumer Products

The Consumer Products Division is responsible for export market development of a broad range of products, including apparel, textiles, footwear, furniture, sporting goods, giftware,

jewellery and products of the cultural industries. The Division also handles health, medical and education products and services.

The Division took an active role in the development of sectoral marketing strategies and initiatives, liaising with industry and trade associations, and in providing direct assistance to Canadian exporters seeking to expand their world markets. As a result, the Division has developed a capacity to make important contributions to operational planning and to the development of more industry-sensitive export market development strategies and plans.

The development of working groups to provide an effective forum for industry to improve its export market development activities through EAITC is a major initiative of the Division. A result of this was the creation of an export committee with the Canadian Apparel Manufacturers' Institute. Similar activities will be developed in other industries, notably medical devices and footwear.

Major effort was made to review the development of a broad strategy for the cultural industries, which seeks to better quantify Canada's capabilities and more accurately target foreign markets. A similar initiative for education products and services is envisaged.