

InfoExport, the Department's export trade information centre, had increased requests for information

from 450 calls per week in fiscal year 1988 to 650 requests per week in fiscal year 1989.

D. TRADE COMMUNICATIONS ABROAD

The Division developed communications and promotion material for the Going Global trade strategy. This included advertising, magazine and newspaper supplements and articles.

A public information campaign was organized to gain support for Canada's stance on overfishing in the Northwest Atlantic Fisheries Organization (NAFO) area. A campaign was developed and implemented in the European Community to increase awareness of the effects of overfishing and to encourage respect for NAFO quotas.

Visits abroad by the Minister for International Trade required communications support in the form of information kits, support to the trade mission and participation in events related to the Multilateral Trade Negotiations. Media coverage of the Minister's visits to foreign countries was also arranged by the Division.

Detailed itineraries were prepared by the Division for incoming journalists, which facilitated their learning about Canada and its economy.

International Expositions

The International Expositions Division has been actively involved in preparations for Canada's participation in EXPO '92 in Seville, Spain. The pavilion is now under construction, and participation of three provinces has been confirmed. The Division has developed a corporate sponsorship program to involve Canadian companies in EXPO '92. An IMAX film project is also planned for the pavilion.

Extensive assistance was provided to EXPO 2000 in a bid to host a universal exposition in Toronto in the year 2000. The Division gave general advice and guidance to the EXPO 2000 organizers, and carried out liaison with the Bureau international des Expositions (BIE), the sanctioning body for international expositions. This liaison focussed particularly on the visit of the BIE Pre-enquiry Mission to Canada to study the Toronto proposal. Active assistance was also given to promote the Canadian bid internationally among BIE member countries. Toronto, however, lost its bid by one vote to Hanover, Germany.