

as well as in Latin America and the Caribbean. Eighty of Canada's 96 trade missions have been equipped with WIN Exports. The newly established International Sectoral Marketing Divisions within the Department were supplied with WIN Exports as were the International Trade Centres across Canada over which the Department has functional control.

Trade program planning and tracking; trade information system

The Export and Investment Promotion Planning and Tracking System provided the Department with geographical and sectoral synopses of the trade plans of 96 missions abroad covering 120 markets. These synopses, supplemented by quarterly progress and workload reports, serve as the basis for mission and headquarters program management; they also serve as the basis for consultations with provincial and trade association officials, in order to achieve a co-ordinated national trade development program.

The first version of an integrated international trade information system was produced during the year and consists of:

- WIN Exports;
- the Export and Investment Promotion Planning and Tracking System;
- a database of worldwide trade fairs;
- a database of Canadian trade events; and
- a database of world market opportunities.

This consolidated system will be available on WIN Exports terminals around the middle of 1989.

Program for Export Market Development (PEMD)

PEMD continues to be the most effective and popular export development program used by exporters to increase sales of Canadian goods and services abroad. The program shares the costs of activities that companies normally could not or would not undertake alone, thereby reducing the risks involved in penetrating a foreign market. PEMD, a repayable financial contribution, encourages Canadian companies not previously involved in exporting to become exporters, as well as encouraging existing Canadian exporters to enter new geographic markets and new product markets.

The focus during the past year has been to improve the program's responsiveness to industry needs and to make it more accessible. Attention was given to further consolidation of services and to program management; a revised *PEMD Handbook* was distributed to over 9 000 firms and 100 trade associations. Sales reported during the year as a result of PEMD-assisted marketing activities will exceed \$1 billion for the second consecutive year. Approved applications for support under the Industry-Initiated component of the program rose by 5 per cent during the past year to 2 887. The Government-Planned component, with a budget of \$14.4 million, supported 133 trade fairs, 44 outgoing trade missions and 81 incoming buyer missions. A total of 1 316 Canadian companies and foreign buyers participated.

Trading houses

Current departmental policy and support to trading houses is based on the recommendations of the 1985 government-industry Trading House Task Force, which assessed the importance of the sector, identified problems and opportunities and recommended the formation of the Council of Canadian Trading Houses.

During 1988, seven seminars aimed at promoting trading houses and educating companies on their use and selection were held in Ontario and Quebec in co-sponsorship with the Council of Canadian Trading Houses. These were well-attended, reflecting continuing interest in this export vehicle. Trading houses were also active in participating in the October 1988 Export Trade Month seminars.

In June 1988, the Department released the publication *Export Markets: The Trading House Connection*, which discusses the role of trading houses, their modes of operation and services offered, how to use and select them, and proper pricing for exporting. A total of 738 trading houses were registered in the WIN Exports system in 1988 including 259 from Quebec, 210 from Ontario, 128 from B.C. and the rest from the Prairie and Atlantic provinces. This represents a significant growth in the sector since 1983.

Trade facilitation

The Trade Facilitation Program was significantly improved when the Department agreed, on behalf of Canada, to the

Table 2
PROGRAM FOR EXPORT MARKET DEVELOPMENT
(Government-Planned)

Year	Number of proposals received	Number of projects approved	Number of companies assisted	Budget approved (\$ millions)	Expenditures (\$ millions)	Sales (\$ millions)
1981-82	811	299	1 652	8.6	8.8	350
1982-83	1 012	308	1 508	10.6	9.5	600
1983-84	1 073	341	1 894	12.7	13.1	623
1984-85	1 148	448	1 750	15.5	14.7	728
1985-86	1 033	385	1 613	15.7	15.5	763
1986-87	1 219	323	1 403	12.5	12.7	444
1987-88	1 576	297	1 539	11.6	12.2	500
1988-89*	1 344	257	1 316	14.4	14.4	700

* Preliminary