

towards a comprehensive agreement concerning the salmon catch on the Yukon River. Canada and the United States also began discussions on a bilateral fisheries enforcement agreement.

Export Trade Relations

Because of the size and importance of Canada's economic relationship with the United States, the Department spends approximately 35 per cent of its trade development budget on trade promotion in the United States. Canadian exports to the United States represent one-quarter of Canada's Gross Domestic Product and some two million jobs.

In the year under review the Department spent \$17 million for trade promotion, which involved over 400 events and 6,000 companies. Approximately 85 per cent of these companies were small to medium-sized exporters.

The Department opened five new satellite offices, bringing the total number of Canadian trade offices in the United States to 27. The Department's export development program for the United States was diverse, involving fairs and missions, New Exporters to the Border States (NEBS) program and New Exporters to the U.S. South (NEXUS) program. Initiatives included

educational and export opportunities seminars, industry directories, joint activities with industry associations, market studies, publications' generic advertising, and incoming buyers' visits. Activities attracted participants from over 70 different industry sectors and subsectors, including everything from commodities to services.

Examples of non-traditional Canadian exports that were promoted included store fixtures, display materials and services, books, music, theatre and dance companies.

In addition, the Department expanded the number and scope of activities in the areas of telecommunication equipment, environmental equipment services and fisheries products.

The NEBS and NEXUS programs continue to be very popular. The NEBS program introduced over 1,000 potential exporters from every province in Canada to new regional markets in the northern border states through 48 missions. Fourteen NEXUS missions were organized in 1989/90 involving 159 companies.

Three separate surveys of NEBS participants over the past two years suggest that approximately 55 per cent will become exporters in a year to 18 months following the mission.