

**BACKGROUND TO MINISTER CROSBIE'S VISIT TO THE UNITED STATES
JANUARY 23 TO FEBRUARY 2, 1990**

CANADIAN SATELLITE TRADE OFFICES IN THE UNITED STATES

Satellite Trade Offices report directly to a headquarters Consulate or Consulate General. In the case of San Diego, the Office is under the trade program of the Canadian Consulate General in Los Angeles; the Trade Offices in Miami and San Juan report to the Consulate General in Atlanta. Their role is to deliver priority trade programs in a cost-effective manner to urban centres offering the best prospects for expanded Canadian trade and investment development.

CANADIAN TRADE OFFICE IN SAN DIEGO - is located in the eighth largest metropolitan region in the U.S., with a growing number of opportunities for Canadian businesses in the energy, communications/informatics, transportation and bio/health sciences sectors. In existing Canada/US trade, California ranks fifth in volume with total two way trade reaching \$9.2 billion.

CANADIAN TRADE OFFICE IN MIAMI - is located in a region of particularly rapid growth. Florida is the fourth most populated state in the U.S. Total two way trade between Canada and Florida reached \$2.8 billion in 1988.

CANADIAN TRADE OFFICE IN SAN JUAN - As the capital of Puerto Rico, San Juan is a major trans-shipment centre for the Caribbean and Latin America. Canada has a strong banking and trade presence on the Island. Puerto Rico is second only to Brazil in the Latin American market for importation of merchandise. Of that figure, two way trade between Puerto Rico and Canada amounted to \$491 million in 1988.

In addition to trade offices, External Affairs and International Trade Canada has developed the New Exporters to Border States (NEBS) program, which introduces new exporters to the northern states, and the New Exporters to the U.S. South (NEXUS) program, to introduce new exporters to the southern states. NEXUS is targeted on the numerous small to medium-sized companies from every region of the country who are already exporting to the northern tier states. Under NEXUS, companies are encouraged to venture further south into other U.S. regional markets by participating in outgoing, sector-specific trade missions, to meet potential new clients and learn about promising new markets by hearing briefings from local market experts and by visiting a regional trade fair. It is expected that some 25 NEXUS missions involving about 500 companies will be undertaken in the 1990 program of trade events.

For more information:

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