

nations, was instrumental in securing the adoption of a resolution focusing on the protection of shipper interests. At a special meeting of the Maritime Transport Committee held in Vancouver during EXPO 86, agreement was achieved *ad referendum* on the development of common principles of shipping policy. This was adopted by the OECD Council in February 1987. In further support of the interests of Canadian exporters, the Department began its preparations for the UNCTAD review of the Code of Conduct for Liner Conferences.

During the past year, the Department published two studies on trade and transportation with the developing world, which were undertaken in response to shippers' concerns that shipping difficulties were inhibiting access to several markets.

The Department continued its co-operation with exporter groups, particularly the Canadian Shippers' Council, Canadian Export Association, and the Exporters' Coalition on Canadian Maritime Policy. In conjunction with the Exporters' Coalition, a series of cross-country seminars was held to discuss trade solutions to shipping problems experienced in Canada's trade with the developing world.

Assistance to individual exporters and carriers experiencing difficulties with international transportation involving foreign carriers or governments was provided. In a number of instances, the Department was able to intervene with foreign governments to resolve shipping problems relating to ocean trade.

## **Export programs and services**

### **Canada Export Trade Month**

The fourth Canada Export Trade Month took place in October 1986. It was a national co-operative export awareness program involving exporters, business groups, associations, federal and provincial government departments, and the academic community. During October, more than 150 events stressing the theme "Exports Build Canada", were held across Canada. Activities included seminars and workshops, information sessions, speaking engagements, educational events, incoming and outgoing missions, trade shows, exhibits, tours, and awards presentations honouring outstanding Canadian exporters. Approximately 50 trade commissioners from posts abroad, along with trade development officers from the Department and officers from the DRIE regional offices, took part in these export-related events.

### **The Canada Export Awards**

The Canada Export Award Program was established in 1983 to acknowledge and reward Canadian companies successfully exporting their products abroad. The Awards symbolize, both at home and abroad, the successes of Canadian companies in world markets. In 1986, the Honourable Pat Carney, Minister for International Trade, presented Awards to the following 12 successful exporters: Canada Packers Inc., Canadian Foremost Ltd., Can-sulex Limited, Capsule Technology International Ltd., Cognos Incorporated, Coopérative Fédérée du Québec, ILCO UNICAN INCORPORATED, MacDonald Dettwiler

and Associates Ltd., Peter Bawden Drilling Ltd., The Royal Canadian Mint, Shell Canada Chemical Company, and SR TELECOM INC.

While the Department administers the program as a whole, the actual selection of Award winners is made by an independent committee of distinguished Canadians drawn from the business and financial community, the export media and public officials. Firms are selected on the basis of their performance in specific export criteria such as growth in export sales, Canadian content and export markets over a three-year period.

### **Federal-provincial co-operation**

In 1986-87, there was a more effective liaison with provincial authorities on trade development matters. A meeting of federal-provincial ministers responsible for trade was held in June 1986 in Winnipeg followed by one at the deputy ministers' level in January 1987. The participants reviewed progress under the national trade strategy developed in 1985 as well as other trade development or policy issues of mutual interest.

Particular attention was paid to certain measures designed to improve federal-provincial relations. An on-line information system for federal-provincial trade fairs, missions and visits was developed. The Department began negotiations to place provincial trade officers in Canadian posts abroad. Agreements were successfully concluded with Ontario for Seoul and British Columbia for Seoul, Dusseldorf and Hong Kong.

Consultations took place with the provinces to discuss trade and investment programs with a view to harmonizing federal-provincial priorities and to ensuring that provincial concerns were taken into full account by the Department and its trade posts abroad. The meetings were considered successful by all participants.

Federal-provincial co-operation was also demonstrated by the success of Canada Export Trade Month activities which were developed by both levels of government in conjunction with Canadian business.

### **DRIE regional offices**

The Department works with the trade development divisions of DRIE regional offices to ensure effective provision of trade programs and services to the business community in the various regions of Canada. The regional offices provided funded programs such as PEMD, co-ordinated trade initiatives such as Canada Export Trade Month, organized seminars and workshops, provided export counselling, planned export trade activities, and analyzed export capabilities of companies in the regions. Considerable effort was made over the past year to integrate export supply capabilities on an industry sector basis with the mission work plans, in order to provide posts with industry priorities.

### **Trade facilitation**

Trade facilitation is a continuing operational program of the Department, encompassing measures to improve and rationalize procedures and documentation used in international trade. Active liaison with the private sector through industry associations, individual companies and consultants working in the trade facilitation field is