

Technology, Advanced Technology, and Fisheries Workshops were held in June), with future seminars including both specific sectors and topics of general interest such as standards, and strategic alliances. For more information, contact the European Community Trade and Economic Relations Division of EAITC.

FURTHER INFORMATION

Trade Promotion Activities

There are four specific program underway to promote trade with Europe. The first concerns itself with strategic partnering. This is a new word for old-fashioned cooperation between companies. It can range from reciprocal distribution arrangements to joint ventures and technology transfers. The role of EAITC is to assist Canadian companies identify where such an approach makes sense and to help them find an appropriate partner. In addition to drawing on our trade commissioners in the field, we have specific highly focused studies to identify mutually beneficial and enhancing company matches. This process is of importance to smaller to medium-sized companies seeking to compete in foreign markets.

Second, technology acquisition, will continue to be of importance to Canada. EAITC offers financial support to firms in their search for technology via the TIP (technology inflow program) which covers a portion of travel costs for firms visiting potential sources of technology. We have 6 technology development officers in Canadian embassies in western Europe and, based on the demand being generated by the business community, we expect to expand this aspect of its services in the future. Focused activities will include up to ten incoming and outgoing technology missions in targeted sectors and five studies of European niche technologies in sectors of interest to Canadian firms.

Third, to encourage investment of benefit to Canada there are four full time investment counsellors now stationed in western Europe and five embassies have major investment development programs. Incremental funding will also be added to the investment development program to increase productive investment flows from western Europe.

Fourth, trade fairs are a proven mechanism to introduce new products and establish representation. European trade fairs, the biggest in the world, are selling fairs. Certain events such as the Paris Air Show, Telecom 91 and the Canada-UK Marketplace in London, require our maximum participation. We will be up-grading Canada's presence at these major shows. This past year Canada had 25 national stands at fairs in Europe. In 1990-91, we will have 31 national and core area stands at key European trade fairs, 27 information booths at other shows and 39 trade missions either outgoing or incoming.

Another program, NEXOS (New Exporters to Overseas Markets) was announced last year and the response has been so positive and the demand so great that it will be expanded. NEXOS will introduce companies to European style marketing and train them in such aspects of business as customs procedures and documentation. To date, 4 NEXOS missions have gone to Europe and they have proven to be extremely successful. We are planning at least 8 such missions in 1990-91 with 15-20 exporters new to Europe participating each time.

Further information on this is available from EAITC'S Western Europe Trade and Investment Development Division.