

The World Market Trade Development Program is designed for business to improve access to key markets around the world and forms an essential element of the Government's trade development policy. I am pleased to announce that the government will allocate an additional \$57 million to new trade promotion activities over the next five years.

The program will concentrate on small to medium sized businesses and will be delivered regionally in cooperation with industry associations such as the Canadian Exporters Association, the Chambers of Commerce and the new International Trade Centres.

As the success of the new strategy grows, it will confirm the growing confidence of the private sector that it is able to succeed in Canada's export markets.

The following are specific elements of the new export promotion strategy.

#### THE UNITED STATES

- Funding a series of new trade missions under the highly successful "New Exporters to Border States" (NEBS) program. This will allow the Department of External Affairs to meet rapidly growing demand for services under NEBS, which focuses on courses for exporters that "walk through" U.S. customs clearance procedures.
- Introduction of a new program, "New Exporters to the U.S. South" (NEXUS), to take exporters already successful in the Northern U.S. to the south-eastern or south-western states. The purpose is to increase overall penetration and raise the level of Canadian activity in these areas.
- Funding an expanded program of trade promotion events such as incoming buyers missions and trade fairs, which are the key to introduction of new products, establishing representation and transacting large sales.
- Undertaking sector-by-sector studies to identify and analyse new business opportunities.
- Providing financial support to Canadian industry associations to assist in their efforts to develop sector-specific export strategies.