

program concentrated on course development and seminars for business on international trade issues. The number of research projects and publications was substantially increased over previous years and the greater number of graduate and undergraduate students enrolled in international marketing courses demonstrated the interest generated in international trade. The individual centres introduced greater participation on their advisory boards by members from the private sector.

International Business Research Centre

Partly funded by External Affairs, the International Business Research Centre is a research division of the Conference Board of Canada that contributes to public understanding and resolution of international trade issues. During the year, the Centre organized a major conference on Co-operation in a Competitive World, completed several research studies on topics such as export taxes and foreign investment and initiated an advisory service on export education and trade conferences.

Trade facilitation

The Trade Facilitation Program continued to help Canadian exporters become more competitive by supporting private sector programs to introduce, promote and simplify the generation of required international trade documentation (Bills of Lading, Commercial Invoices, Letters of Credit, Order Acknowledgements, B-13, etc.). The program supported Canadian trade objectives by facilitating the inter-company exchange of computerized trade communication and by ensuring that international standards related to the generation, transmission and processing of individual trade transaction data are consistent with Canadian commercial practices and interests. The interdepartmental committee on the Facilitation of International Trade, chaired by External Affairs, was active in ensuring that Canadian concerns were reflected in multilateral negotiations on standards and documentation for international trade. Liaison with the private sector through the International Business Council of Canada, the Electronic Data Interchange Council of Canada and private consultants working in the area of trade facilitation was initiated.

Canada Export Trade Month

Canada Export Trade Month is October and a program of events designed to increase export awareness is presented. In 1984, over 250 events were held across Canada, ranging from large conferences on competitiveness and international financing to seminars on market opportunities in specific countries. The federal-provincial initiative depended upon the active participation of the private sector and trade associations in organizing the program and promoting the export message. The program and communications aspects were co-ordinated and funded by External Affairs with regional leadership provided by the trade officers of DRIE and the provincial governments.

Info Export

The Department initiated a trade information centre, Info Export, during Export Trade Month 1984. The centre, with its toll-free telephone lines, attracted considerable interest and averaged more than 100 calls per day, primarily from small

and medium-sized firms. The centre provided expertise on export trade issues and distributed material and information on market opportunities.

The Canada Export Award

The Canada Export Award is intended to acknowledge and reward outstanding Canadian export accomplishments. It makes known to the Canadian people and to Canadian business the successes of Canadian companies trading abroad. In so doing, it demonstrates the wide range of such successful exporting activity and illustrates various routes to export involvement, as well as the standards required for prosperous international competition.

The overall program is administered by the Department of External Affairs, with the actual selection of award winners made by an independent committee of distinguished Canadians drawn representatively from the business and financial community, the export media and public officials.

The committee assesses achievement in export by considering performance indicators, including significant increases in export sales over a three-year period; the penetration of new export markets; the introduction of new export products to world markets; and significant assistance to other firms in developing export markets.

In making its final decisions, the committee also weighs the proportion of Canadian content in the export product, the range of markets involved, the ratio of export sales to total sales and the extent of international competition.

In 1984, the Minister for International Trade presented 14 awards to the following successful exporters: Alberta Wheat Pool — Seed Marketing, Bristol Aerospace, Canpotex Limited, Cavendish Farms, Dicon Systems Limited, Dow Chemical Canada Inc., Epic Data Sales Ltd., Fag Bearings Limited, The Gray Engineering Group Inc., Husky Injection Moulding Systems Ltd., Intalite Inc., Litton Systems Canada Limited, Stanley Associates Engineering Ltd. and Western Packaging Systems Ltd.

Trading houses and countertrade

The report of the Trading House Task Force entitled *Promoting Canadian Exports: The Trading House Option* was released by the Minister for International Trade on February 5, 1985, and was distributed widely. A significant finding was that trading houses accounted for 13 per cent of Canadian exports and 40 per cent of Canadian non-US exports. The report also made 32 recommendations aimed at improving the operating environment for trading houses in Canada, including the establishment of the Council of Canadian Trading Houses. In response to recommendations in the report, the Department established the Trading House and Countertrade Division to provide a focal point and services for these two areas. Its activities will include sponsoring a Trading House Conference in May 1985, publishing a countertrade guidebook and organizing countertrade seminars across Canada.

Export Trade Development Board

The Board was established in 1981 to advise on issues affecting Canada's export performance. In 1984-85, the Board continued to focus on the relationships between trade and aid, trade in services, export taxation and export education and