

Trip to enhance trade with Western Europe

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vestment, trade and technological partnership, acknowledges that major changes are taking place both in Canada and Europe. One such development is *Europe 1992*.

The year 1992 will signify the establishment of a single market among the 12 member states of

the European Community. To compete effectively, Canadian companies wishing to secure and extend access to this impressive trading bloc will want to adopt a more pro-active stance. Properly approached, the market will become even larger for a wide range of Canadian goods and services and as a source of investment capital and tech-

nology.

At the same time, the conclusion of the Free Trade Agreement with the United States is making the Canadian business climate more attractive to European firms seeking access to the broad North American market.

Minister Crosbie's trip is the first of a number of events being scheduled for 1989 that will focus on Canada's trade relations with Western Europe. For instance, in February and early March, Canada's High Commissioner to the United Kingdom and Ambassador to France will be on speaking engagements across Canada.

They will discuss the changes inherent in *Europe 1992* and will highlight business opportunities in the Western European market that are open to Canadian companies.

The February-March seminars, luncheons and symposiums, are being organized by the Canadian Exporters' Association and the Department of External Affairs.

The schedule is:

Feb. 20--Halifax, *Exporting seminar on France*, Ambassador Claude Charland; Feb. 21--Moncton, *Conseil économique du Nouveau Brunswick*, luncheon with Ambassador Charland; Feb. 22--Montreal, CEA luncheon with Ambassador Charland; Feb. 24--Vancouver, *Exporting seminar to France*, Ambassador Charland; Feb. 28--Toronto, *Trade symposium on the U.K.*, luncheon with High Commissioner Donald Macdonald; and March 1--London, CEA luncheon with High Commissioner Macdonald.

For more information, contact Marc Lepage (tel: 613-996-2363) or Valerie Smith (tel: 613-995-6565) of External Affairs' Western Europe Trade, Investment and Technology Division (RWT).

Registration details may be obtained from Lynn Berthiaume of the Canadian Exporters' Association, tel: (613) 238-8888.

Participation in trade shows proves profitable

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- 86 per cent undertook follow-up activities after the event; and
- 72 per cent would not have gone to the trade fairs without DEA assistance.

The usefulness of trade shows is further borne out by the observations in another recent study conducted by K.G. Hardy of Western University's Business School.

After interviewing a group of Canadian manufacturers about their experience in exporting to the United States, Hardy noted "all firms found trade shows to be absolutely critical in developing the market and in finding new channels of distribution. Furthermore,...the exporting firms saw (these shows) as a time ...to investigate the market...contact potential reps or agents...build rapport and goodwill with the end-users, and ...investigate trends and directions in the marketplace."

The main source of support for Canadian participation in trade fairs and missions is the Program for Export Market Development (PEMD). Since of April 1, 1987, the DEA Fairs and Missions Program comprises the government-initiated component of the Program for Export Market Development (PEMD-GI); industry-initiated projects make up the other component of PEMD.

DEA has been pleased to note that Canadian participation in trade shows in the United States (Canada's largest trading partner) appears to be growing and yielding strong results.

For example, highlights of an evaluation of the U.S. component of the PEMD program for 1987-88 include:

- 2200 Canadian companies participated in 45 events sponsored by DEA under PEMD-GI, at

- a total cost of \$3,588,191;
- 95 per cent of participants in trade shows were small or medium companies and 60 per cent were new entrants to that event;
- each dollar spent on PEMD produced \$125 of exports; trade shows alone produced \$115 in exports and accounted for 78 per cent of the total exports generated under PEMD projects;
- the results achieved exceeded objectives by 144 per cent for on-site sales (\$33,077,812) and by 68 per cent for 12 month sales (\$414,160,000); and
- the total sales represent over 9,900 person years of employment.

To assist the private sector in capitalizing on the myriad opportunities inherent in successful trade shows, a new DEA publication, entitled *Trade Shows Made Profitable*, is currently in the works and should be available early in the new year. In conjunction with this handbook, a winter series of one-day workshops has been set up for various centers in Ontario (see schedule below).

To be led by Barry Siskind of the International Training and Management Co. (Toronto), these seminars are designed to show sales managers and their staff how to prepare, participate, evaluate, and follow up on the opportunities provided by trade shows--so that the maximum results can be achieved.

Workshops are scheduled as follows:

January 25--St. Catherines; February 8--Oakville; February 15--Peterborough; February 22--Kitchener; March 8--Ottawa.

Interested parties should contact Mr. Siskind, International Training and Management Co., International Trade Centre, 4th floor, 1 Front Street West, Toronto, Ontario, M5J 1A4.

At your service: Assessing the Japanese market

Canadian companies wishing to tap into Asia's most affluent market, might want to check out the services of Nika Marketing Corporation (NMC). Established in both Canada and Japan, NMC offers Canadian exporters a comprehensive range of services to access the Japanese market. As the centrepiece of its display space in the \$6.9 billion AOMI Cargo Distribution Centre in Tokyo harbour, NMC features a complete log home, produced in British Columbia. In addition to the log home, there are 18 other Canadian products on display.

As well as showcasing products in its AOMI

display space, NMC's extensive services include marketing, advertising and promotional advice, before and after-sales liaison with Japanese customers, contract negotiation, translation, design, printing and distribution of advertising materials, quarterly activity reports, and evaluation, recommendation and selection of agents, distributors and other representatives.

To explore the full range of NMC services, contact Nika Marketing Corporation, P.O. Box 4545, 349 West Georgia St., Vancouver, B.C., V6B 3Y8. Tel: (604) 984-3568. Telex: 04-352841. Fax: (604) 985-8111.

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