

#### 4.1.4 Trade Promotion:

The Government has identified five new or improved programmes to enhance Canadian exports to the United States.

- It has increased the number and depth of studies used to identify market opportunities for Canadian producers.
- It has expanded Canadian participation in international trade fairs. Over 10,000 Canadian firms participated in over 400 different such events in the United States in 1989.
- A programme encouraging links with border states -- New Exporters to Border States (NEBS) -- has been expanded.
- A similar programme -- known as NEXUSS (New Exporters to United States Southern States) -- has been established to improve Canadian penetration in the South.
- To encourage U.S. purchases of Canadian goods, U.S. buyers have also been brought on missions to Canada.

Over \$20 million was allocated to these programmes in the 1989 fiscal year and the Government estimates that \$1.5 billion in new business will result. The Government has also announced the opening of three more satellite trade offices in the United States, bringing the total number of trade missions there to 27. As well, a large number of "hands-on" seminars have been conducted for Canadian firms interested in expanding their sales to the U.S. government and in the detail of export financing, customs procedures, and the new rules of origin.

It is important to note that NEXUSS and the other new U.S.-oriented programmes are intended not only to aid export penetration in the United States, but are to be used as stepping stones to the broader global market. The Minister of International Trade told a House of Commons committee that "the ultimate goal is to develop an outward looking trading culture where the knowledge and expertise of Canadians match the importance of international trade to our economy"<sup>107</sup>.

A number of initiatives have also been taken with respect to trade prospects in Europe and the Asia Pacific basin<sup>108</sup>.

---

<sup>107</sup> CANADA. *House of Commons. Standing Committee on External Affairs and International Trade Proceedings*, 3:11. May 25, 1989.

<sup>108</sup> These are discussed below in Sections 7.1 and 7.3.