

Table 3
PROGRAM FOR EXPORT MARKET DEVELOPMENT
(Government-Initiated)

Year	Number of proposals received	Number of projects approved	Number of companies assisted	Budget approved (\$ millions)	Expenditures (\$ millions)	Sales (\$ millions)
1981-82	811	299	1 652	8.6	8.8	350
1982-83	1 012	308	1 508	10.6	9.5	600
1983-84	1 073	341	1 894	12.7	13.1	623
1984-85	1 148	448	1 750	15.5	14.7	728
1985-86	1 033	385	1 613	15.7	15.5	763
1986-87	1 219	323	1 403	12.5	12.7	444
1987-88	1 576	296	1 316	11.6	12.2	500

WIN Exports

WIN Exports is a microcomputer-based database of information on 22 000 Canadian exporters. During the year the system was deployed throughout the trade divisions of the Department, DRIE regional offices, six provincial economic-trade departments and in 60 of Canada's missions abroad. It provides trade officials with a consolidated electronic sourcing directory, a collective memory of contact made in the field and office automation facilities for manipulating and utilizing the data. By virtue of its contents and deployment it has become the "national" database on Canadian exporters and their supply capabilities. During the year, modules were added to WIN Exports designed for tourism and investment promotion activities in the field.

Planning and tracking system

In 1986, the Department launched an advanced computer-based system to manage the export and investment promotion plans of 96 missions abroad covering some 120 markets. It identifies specific trade activity priorities of missions, provides detailed sectoral and market information and permits market opportunities to be selected geographically and by sector. During 1987 a tourism market development component was added to the system.

Defence programs

Defence trade with the United States

The Defence Programs Bureau is responsible for managing Canada's defence economic relationship with the United States under the Defence Production Development Sharing Arrangement, the terms of which have been evolving since the Second World War, when it was realized that the industrial base was an integral component of the defence of the continent. In the past year Canadian defence exports to the U.S. rose 35 per cent to \$1.3 billion. The most noteworthy aspect of this increase was caused by a surge in sales by sub-contractors, generally smaller Canadian companies. A program to expand participation of such companies in this market included seminars and visits to companies in all regions of the country, visits of U.S.

defence buying agencies and major defence prime contractors to Canada, and missions of Canadian companies to American military commands and procurement agencies.

Over 800 queries were handled from some 500 companies interested in pursuing the U.S. defence market. Most queries centred on buyer identification, procedures on both sides of the border, difficulty in obtaining Bid Sets and Technology Transfer.

Government-industry visits by nine flag officers were arranged to provide an overview of Canadian capability to enhance their mission requirements. In turn, calls were made on more than 50 military commanders and chief executive officers of defence contractors in the United States.

As a result of these endeavours, Canadian companies were registered with 49 new American military procurement agencies; 116 companies registered for the first time, and are primarily small- to medium-sized. A series of Defence Export Workshops was conducted in nine provinces in an effort to encourage companies outside the Toronto-Montreal corridor. The workshops reached 150 company representatives, almost all of whose companies had never exported to the U.S. defence market, and 40 provincial officials.

The Defence Programs Bureau co-chairs Development Sharing Working Groups which meet to find areas in which Canadian companies can develop new technologies and products that will satisfy American military requirements while contributing to Canadian objectives. Opportunities that emerged during the year ranged from aircraft instruments and air traffic control systems to satellite components. These joint projects serve to advance the state of domestic technology and to make Canadian industry more competitive. Subcommittees on technology transfer, security, and the North American industrial base met regularly in locations throughout the continent and new working groups have been established with Headquarters U.S. Army Aviation Systems Command, Communications, Electronic Command and U.S. Air Force Space Division to initiate shared development projects.