

received almost 36 000 Canadian business visitors and counselled over 49 000 foreign business persons about Canada's export capabilities. The department is also active in investment promotion abroad, and trade commissioners assisted with more than 11 000 foreign enquiries about investing in Canada and played a role in obtaining over \$1 billion in investment. A major component of Canada's overseas programs is technology inflow, and trade and technology officers assisted over 340 companies to obtain foreign technologies which were used to improve the competitiveness of Canadian companies.

Though there has been a focus in recent years on trade-development efforts in the United States, the European Community and the Asia-Pacific region, Canada's trade officers have worked hard to help Canadian exporters in all world markets. What follows is a brief profile of Canada's trade-development priorities in each major region.

Asia-Pacific

The value of Canadian sales in the Asia-Pacific region was over \$17 billion in 1988. Major markets were Japan, the People's Republic of China, South Korea, Hong Kong, Taiwan and Australia. One of the government's principal aims in the region is to improve access to these markets and to reduce or eliminate non-tariff barriers such as standards, certification and import licensing. The trade-development priorities are:

- to expand opportunities for Canadian manufactured goods;
- to preserve and increase Canada's market share in agricultural and resource-based commodities; and
- to increase Canada's exports of more-highly processed goods.

Middle East

The value of Canadian sales in the Middle East reached about \$1.2 billion (1988). Principal markets were Saudi Arabia, Iraq, Iran and Israel. Major opportunities for Canadian exporters will be created over the next few years as Iran and Iraq spend billions of dollars to reconstruct their economies and their countries. Opportunities are opening in the whole region as countries seek to substitute cheaper North American products for higher-priced European and Japanese products. The trade-development priorities are:

- to preserve and increase Canada's market share by promoting Canadian products as substitutes for higher-priced European and Japanese goods, especially in "cash" markets such as Saudi Arabia, Kuwait, Qatar, Bahrain and Oman;
- to promote Canada as a reliable supplier of the goods and services needed by Iran and Iraq for reconstruction; and
- to focus trade-development efforts on sectors such as health, education, agriculture, telecommunications, oil and gas, and security equipment.

Africa

The value of Canadian export sales to Africa amounted to \$1.1 billion (1988), with the principal markets being Algeria and Morocco. In recent years Canada's prominence in the region has grown thanks to initiatives in the Commonwealth and La Francophonie, the remission of debt and the Africa 2000 program. Trade-development priorities are:

- to preserve and increase Canada's market share in Algeria and Morocco;
- to concentrate trade-promotion efforts in Ghana, Nigeria and the countries of Central Africa, as well as in Front Line states, especially Zimbabwe and Angola;