

Responding to increased interest in the World Bank, regional development banks, and in UN procurement potential, educational seminars were held in Montreal and Toronto in association with the private sector. The seminars provided information for exporters on the intricacies of doing business with these international institutions.

Machinery and Transportation Equipment

The Machinery and Transportation Equipment Division is responsible for export market development of a broad range of products, including environmental and energy-efficient machinery, primary industry machinery, secondary industry machinery, transportation equipment (excluding aircraft), autos and auto parts, and power and energy equipment. The Division is also responsible for the service sectors associated with these product areas.

Fulfilling one of its primary mandates, the Division was extremely active over the year in bringing export opportunities to Canadian companies. While most of the opportunities emerged out of post-sourcing requests, a growing number in the latter part of the fiscal year resulted from company and association initiatives. This latter type of

company-initiated exporting will become an increasingly important activity as the Division develops export marketing strategies for the products and services falling within its mandate.

Acting independently or in consort with other involved government departments, the Division began developing export marketing strategies in the environment, automotive, food-processing machinery, packaging and labelling machinery, and agricultural machinery sectors.

The Division participated in a number of activities, including the major environmental show, Globe 90, and the multi-department environmental sector strategy planning team. In cooperation with Energy, Mines and Resources (EMR), the Division prepared a directory of companies offering energy-efficient products and services.

The Division completed the working draft of the automotive sector export marketing strategy. Working in cooperation with departmental divisions, other government departments and a major automotive association, the Division commissioned the production of an all-inclusive automotive parts directory. New directories of manufacturers of agricultural machinery, food-processing machinery, and packaging