

Financial and Business Services

This Division Means Business

The importance of the services sector to Canada's economy and to its international trade is getting increased recognition nationally.

Domestic services industries account for 66 per cent of gross domestic product and over 71 per cent of employment. They also offer substantial potential for increased exports—particularly under the Free Trade Agreement (FTA) and the North American Free Trade Agreement (NAFTA).

Service sectors of particular importance include engineering and management consulting, training, financial, communications and transportation.

A strong Canadian services sector is critical to the competitiveness of Canada's resource, manufacturing and other industries which purchase services as inputs. In this manner they contribute to industrial competitiveness and facilitate the penetration of Canadian technology and equipment into foreign markets.

The importance of services exports is reflected in the creation of External Affairs and International Trade Canada's (EAITC's) Financial and Business Services Division (TPF) which has become EAITC's focal point for export financing and International Financial Institution matters.

It is also concerned with consulting engineering, architectural and construction services, trading houses, education and training services, financial, legal and accounting services, management consulting, advertising, health and distribution services.

Recent activities have included TPF's first ever business services trade mission to Central and Eastern Europe. The mission consisted of representatives from the financial, legal, management consulting,

and education and training services sectors.

Also conducted was a cross-Canada program of seminars to highlight financial support available to the services sector.

For **ExportVision'92**, held in November, TPF organized the NAFTA/services component, seminars that were held in six major cities across the country.

In addition to these specific trade activities, the division also coordinates the regular reporting of mar-

ket intelligence on services from overseas, disseminates such intelligence to the industry, and coordinates EAITC's National Services Month.

For further information on how TPF can assist services companies, contact Marie-Lucie Morin, Director, Financial and Business Services Division, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-6210. Fax: (613) 943-1100.

Private Sector Reaps Rewards

The first Canadian Awards for Private Sector Contribution to International Development were presented recently at the 9th Annual Canadian Exporters' Association (CEA)/Canadian International Development Agency (CIDA) Consultations.

The awards are a CEA initiative intended to underline the importance and excellence of the contribution of the private sector to international development.

The 1992 award-winning companies were selected by a "blue ribbon" panel from submissions by 45 companies (entering a total of 57 projects) from across Canada.

Awards in the following categories were:

- **The Engineering Award** (sponsored by The SNC Group): to, in a tie, **Reid Crowther International Limited**, Calgary (for a water distribution system for 8 million people in Lagos, Nigeria); and **Novaport**, Halifax (for the feasibility study, design and project management of the expansion of cargo and cruise ship port facilities in Dominica, West Indies).

- **The Industrial Cooperation Award** (sponsored by Northern Telecom): to **Coopers & Lybrand**, Toronto (for work in establishing a Stock Exchange in Ghana).

- **The Environment Award** (sponsored by Babcock & Wilcox): to **La Société d'ingénierie Cartier Limitée**, Montreal (for a project in Burundi and Niger involving the production and marketing of fuels obtained from the devolatilization of coal or peat in the replacement of fuel wood to avoid deforestation).

- **The Transport Award** (sponsored by General Motors of Canada Ltd.): to **Canac International Inc.**, Montreal (for a project to adapt CN Rail Yard Inventory System to China Railways).

Minister for External Relations and International Development Monique Landry presented the awards, noting that "Canada's private sector is an essential partner in development efforts... a key player in promoting sustainable development in Third World countries."

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