

US OPPORTUNITIES

In 1989, the US remained Canada's most important trading partner, accounting for 71 per cent of total Canadian exports and 69 per cent of imports. Canadian exports to the US were valued at \$97.9 billion, up .09 per cent from 1988, whereas imports from the US were \$93.4 billion, up by three per cent over the same period in 1988.

Trade with the US generates a quarter of the Canadian GNP and two million jobs. The size of the market, its proximity and familiarity to Canadian exporters and the increasing focus on this market as a result of the FTA all suggest that the US will remain Canada's most promising market. Given that the US imports about \$500 billion annually, an increase of only one per cent in Canada's share of the market would yield \$5 billion worth of additional exports and thousands of new jobs.

The FTA, which is a cornerstone of the government's competitiveness strategy, opens up new opportunities—especially for small and medium-sized Canadian enterprises—to sell to US customers. At present, only about one quarter of Canada's 40 000 manufacturing firms export. Considerable scope exists for Canadian firms to improve their growth and profitability by selling their products in the US.

Going Global represents a wide range of promotion activities/events to assist business in marketing to the US. The key components are described below.

TRADE FAIRS AND MISSIONS

Trade promotion events, such as incoming and outgoing trade missions and trade fairs, are proven tools which contribute to the Government's trade objectives in the US. Fairs help exporters survey the market and learn of new developments and trends, introduce new products, establish representation and distribution and transact sales.

In 1989, Canadian firms participating in US trade shows with EAITC assistance recorded on-site sales of \$700 million, with \$1.5 billion projected over 12 months. The return was \$150 in export revenues for every tax dollar spent.

The Government is undertaking a series of trade fairs and missions in 1990/91, concentrating on the sectors that offer the best prospects for Canadian exports from all regions of the country. The events are determined in consultation with trade posts in the US, ISTC, the International Trade Centres, other government departments, provincial governments, industry sector associations and the sectoral divisions of EAITC.

Participation in trade shows ranges from small information booths to huge national stands with as many as 100 Canadian exhibitors. The type of show varies from major national events held annually to smaller regional fairs and solo Canadian shows organized entirely by our posts. (See front pocket insert for listing of major events.)

MERCHANDISE TRADE (BALANCE OF PAYMENTS BASIS)

