

Activity	Date	Location	Dept.	Contact
United States				
Aerospace and space products, publication:	TBD 1992	U.S.	EAITC	613-991-9481
United States Air and Trade Show '92	Jun 1992	Ohio	ISTC	613-954-3150
Aerospace and space products, trade fair:	Jul 1992	Vandenberg	EAITC	613-991-9481
Business aircraft, trade fair:	Sep 1992	Dallas	EAITC	613-991-9481
Aerospace and space products, trade mission to:	Oct 1992	Minneapolis	EAITC	613-991-9481
Defence and aerospace products, trade mission to:	Oct 1992	Dallas	EAITC	613-991-9481
Airmec Atlanta 92 Trade Show	Oct 1992	Atlanta	ISTC	514-283-8881
Defence and aerospace products, trade mission to/ investment seminar:	Jan 1993	St-Louis	EAITC	613-991-9481
Aeronautics, trade mission to: FAA	Feb 1993	Washington	EAITC	613-998-4441
Aerospace, investment initiative:	Feb 1993	Seattle	EAITC	613-993-7348
Western Europe				
Comparative industrial assessment mission to:	Sep 1992	U.K.	ISTC	613-954-3328
Technology prospecting, mission to:	Sep 1992	U.K.	ISTC	514-283-2418
Aerospace and defence, trade fair, information booth: Farnborough	Sep 1992	U.K.	EAITC	613-996-5554
Forest fire fighting technologies and equipment, CL-215, trade fair, information booth: Expoambiente	Nov 1992	Portugal	EAITC	613-996-5554
Japan				
Aviation/airport training program, seminar:	Oct 1992	Japan	EAITC	613-995-8596
East Asia				
Airport equipment and services, trade mission to:	Mar 1993	Korea	EAITC	613-943-0897
Asia Pacific South				
Air transport, trade fair:	Oct. 1992	Australia	EAITC	613-995-7652
Military Simulation, trade mission to:	Nov 1992	Australia New Zealand	EAITC	613-995-7652
Multiple Markets				
System and component for aerospace market, buyers in: Air Show Canada	Aug 1992	Canada	EAITC	613-996-5554

Agri-food and Seafood Products

Exports: \$10.1 billion

Overview:

- The Canadian food processing sector is one of the top five in terms of sales and employment, and is the major market for Canada's farmers and fish harvesters.
- Exports fall into two major groups — fish and cereals — which make up two-thirds of exports and are minimally processed, and higher value-added products.
- The processing of foodstuffs to higher value-added products is very important for future growth.

Product Strengths:

- The industry is mostly domestically oriented, with a few highly export-oriented sub-sectors: fish (85 per cent exported), pork (22 per cent), distilled spirits (49 per cent) and vegetable oils (24 per cent). Niche market opportunities exist in horticulture products and processed forage.

Priority Markets:

- The U.S., Japan and Europe.

Key Strategic Priorities:

- *encourage the development of ad hoc networks within these industries to foster collaboration on new product development, product and service quality certification mechanisms, innovative financing, market development initiatives, research and development, and the training of industry management and labour;*
- *help industry tailor its products, packaging and presentation to the demands of sophisticated international markets;*
- *develop market access options relevant to actual opportunities and prevailing conditions such as private labelling and joint ventures in other countries;*
- *gather intelligence on prospects for investment and technology in Europe, the U.S., Japan and Australia/New Zealand.*

Contact: Food Products Branch
Industry Science and Technology Canada
(613) 954-3577