

hallmark of CETM has been the co-operation achieved among governments, academic groups and private sector organizations concerned with trade development and international business issues. The sixth CETM, in October 1988, made a significant contribution to the public's awareness of the general importance of trade to the Canadian economy. It also helped to focus attention on the impact of trade issues at the local level. Activities included nearly 200 seminars, workshops, conferences and other special initiatives in communities across Canada. These events were organized by members of local export promotion committees, which bring together those organizations involved with international trade in their province.

Free Trade Conference Series

Organized by the Department in co-operation with local chambers of commerce and boards of trade, the Free Trade Conference Series was a national project aimed at providing to a large segment of the business community information on the Canada-U.S. Free Trade Agreement and on new U.S. business opportunities.

Held in three phases between June 21 and November 4, the project included 42 cities and attracted over 6 000 delegates. Each conference provided basic documentation on the FTA, and the services and programs offered by the Department to exporters, in addition to specialist speakers on topics of interest to exporters and export-ready companies.

Export Marketplace

In its fourth year, Export Marketplace continued to be the pre-eminent export education event sponsored in Canada by the Department. Some 100 trade commissioners from Canada's missions abroad met with exporters and export-ready firms to discuss market opportunities and strategies. In 30 communities across Canada, over 2 300 companies completed more than 8 000 practical interviews over a three-week period in October. Follow-up with delegates confirms that Export Marketplace is one of the Department's most successful programs in this field.

The Canada Export Awards

The Canada Export Award Program completed its sixth year of operation. To date, 80 Canadian exporters have received this prestigious honour. Winners have come from all parts of Canada and from all industry sectors. Receiving this award has provided substantial positive benefits, particularly in terms of customer recognition and employee motivation, for the recipients.

Joining the long list of winners, the following received the 1988 award: Ault Foods Limited, Baymag, Canadian Helicopters, Champion Road Machinery Limited, Clearwater Fine Foods Inc., Geac Computer Corporation Limited, Imax Systems Corporation, INTERA Technologies Ltd., the Custom Processing Division of MacMillan Bloedel Ltd., Noranda Sales Corporation Ltd., NovAtel Communications Ltd., POSITRON Industries Inc., Rowntree Farms Limited, Sabian Ltd., and Universal Paper Export. In addition, seven second-time winners received a "continuing achievement" award. They were Babcock and Wilcox Canada, CAE Electronics Ltd., Canparts Automotive International Limited, Canpotex Limited, Dow Chemical Canada Inc., FAG Bearings Limited and Stanley Associated Engineering Ltd.

International Trade Centres

International Trade Centres (ITCs) were created across Canada in an effort to improve the provision of federal

export trade services in the regions. The government allocated \$7.2 million of new funds over five years for the ITCs to undertake new export awareness initiatives and to develop new support mechanisms, such as a trade information computerized network between the ITCs and departmental headquarters, human resources assignment and training programs, and communication strategies and programs.

While located in Industry, Science and Technology Canada's provincial offices, the ITCs are distinct and visible entities managed by senior trade commissioners who report to the executive directors of the provincial offices. Ten centres have been established, in St. John's, Halifax, Moncton, Charlottetown, Montreal, Toronto, Winnipeg, Saskatoon, Edmonton and Vancouver. This network is to be augmented by four new centres in Quebec City, London, Calgary and Regina in the next fiscal year. In order to provide more comprehensive services to the business community, the regional offices of the Export Development Corporation and CIDA regional operations will eventually be located within the ITCs.

Trade event co-ordination

A calendar of trade events within Canada was instituted to help the Department co-ordinate the activities of organizations concerned with the promotion of Canadian export trade. Some 80 organizations contribute to this calendar, which includes some 300 events; this enables trade activities to be organized in a more co-operative way and minimizes scheduling conflicts.

Centres for International Business Studies

This program of Centres for International Business Studies is designed to enhance Canadian managerial capacity to participate in international business. The centres train students at both undergraduate and graduate levels in international business practices and techniques. During the year, new centres at the University of Saskatchewan and the University of Alberta were added to the previous five located at Dalhousie University, Hautes Études Commerciales, and the universities of Western Ontario, Manitoba and British Columbia. At the same time the level of the grants to all seven centres was raised from \$80 000 to \$100 000 a year, and a special fund of \$80 000 a year was established to assist other universities to inaugurate international business courses and research. A centre for the study of trade policy and law was also established as a joint project of the Norman Paterson School of International Affairs at Carleton University and the Faculty of Law at the University of Ottawa.

In addition to training students, the Centres for International Business Studies sponsor a range of courses, seminars and workshops intended to keep Canadian management aware of new directions and techniques in international business. The centres also sponsor research in this field to ensure that the teaching and seminar programs remain abreast of the changing world trading environment.

WIN Exports

WIN Exports is a microcomputer-based database of information on over 22 000 Canadian exporters and their supply capabilities. With the addition of 300 terminals, there are now 800 WIN Exports users around the world and in Canada. Terminals were installed at the Department's diplomatic missions in Europe, Africa and the Middle East