

excel. Worldwide demand for Canadian expertise, products and services expanded in response to the marketing efforts of private sector enterprises, with government support. Canadian videotex suppliers increased their penetration of foreign markets, most notably those in the United States, Japan and Sweden. The Canadian office automation industry, having successfully completed a major pilot service trial in a government environment, initiated an international marketing campaign. The Department, in co-operation with other federal agencies, assisted in the formulation and implementation of appropriate promotional strategies to support the private sector efforts. Canada was an active and visible participant at key trade shows in the United States, Europe, Latin America and Asia, which led to increased recognition of its leadership in the rapidly growing telecommunications and telematics markets.

In June 1984, Canada announced its adherence to the OECD Guidelines on the Protection of Privacy and Transborder Flows of Personal Data, which seek to harmonize the approaches of member countries to the protection of individual rights in the face of the information revolution, which has made national boundaries increasingly irrelevant technologically.

As a significant exporter and importer of services, Canada supported international examination in the OECD, GATT and UNCTAD of trade in services. Despite the fact that trade in services amounts to approximately one-quarter of the total value of international trade in goods, or \$500-700 billion, there is no international agreement covering it. A key objective of the domestic consultative process now underway on how to secure and enhance Canadian access to export markets is to identify where Canadian interests lie in trade in services, to ensure that any agreement that may be negotiated accommodates those interests.

Transportation

During 1984, the Department continued its representations at the OECD Maritime Transport Committee and UNCTAD to ensure an equitable balance between shipper and carrier interests, and it monitored closely the international implementation of conventions on liner conferences, multimodal transport and the safe transport of dangerous goods. Considerable progress was made at two 1984 sessions of the UN conference on Conditions for the Registration of Ships, which is addressing the matter of flags of convenience. Canadian carriers and exporters experiencing transportation difficulties overseas have required an increasing number of interventions by the Department on their behalf and a formal review and analysis of the significance of these problems has been initiated.

The Department participated in the review of the government's pricing policy with respect to aviation fuel used in international services, and maintained the necessary liaison with 14 interested countries. New bilateral air service agreements were concluded with India, Singapore, New Zealand, Greece and Yugoslavia. Negotiations and consultations were held with Mexico, Portugal, Thailand, Belgium and the Scandinavian countries. An agreement was signed with the United States on local, regional and commuter air services to facilitate new transborder services. To increase services at underutilized airports, an Experimental Transborder Air Services Program was introduced with respect to Mirabel.

A special \$2.5 million fund under PEMD for 1984-85 and 1985-86 will assist the Canadian urban mass transportation equipment sector to undertake project definition and follow-up feasibility studies for potential clients.

Trade promotion activities

The International Trade Development Branch is the central office for delivering programs to stimulate international sales by the private sector. A synergy has been established between the responsible divisions to facilitate achievement of the common trade objectives expressed in Canada's Export Market Report series while allowing sufficient flexibility to react to varying overseas market conditions. Secretariats exist within the Branch for the Export Trade Development Board (composed of senior advisors from industry), various federal-provincial consultative committees, and interdepartmental committees for trade policy and promotional program management.

With a combined budget of \$48 million, PPP and PEMD provided proactive and reactive funding to industry. These programs for achieving increased world market shares are monitored regularly by the Branch on a cost-benefit basis to maximize the use of scarce government financial and personnel resources in reaching export targets.

Information on markets, programs and services was provided to industry through the Info Export centre, the twice-monthly *CanadExport* news bulletin and various events across Canada during Export Trade Month. The counselling aspect in all divisions is perhaps even more important than the funded programs, the overall approach being to encourage exporters to examine new markets and to follow up with expanded sales. To this end, centres for international business studies and the International Business Research Centre (IBRC) were supported.

Inter-company exchange of computerized trade facilitation documentation continued to be monitored to ensure that transmission and processing of international transaction data is consistent with Canadian commercial practices and interests. In December 1984, a new Trading House and Countertrade focal point was established to exploit the potential for introducing small and medium-sized businesses to export markets.

Export Market Report series

The *Export Market Report* series provides relevant and timely information to Canadian business people so they can formulate export marketing strategies and plans of action appropriate for their corporate objectives. In 1984-85, a report on the United Kingdom was completed, while draft reports on China and ASEAN were circulated. A World Market Report providing an overview of marketing opportunities on geographic and sectoral bases was widely distributed.

Centres for international business studies

Graduate studies at the universities of British Columbia, Manitoba, Western Ontario, Dalhousie and l'École des Hautes Études Commerciales were assisted by departmental funding for fellowships and international business research. With the objective of improving the quality of management in Canadian business and, in particular, international marketing, the