

act in concert, but they also have their own national objectives with respect to regulation. While it might have been thought that everything would be handled in Brussels, the fact is that each capital has its own agenda and requires separate lobbying.

The other tool is the recent agreement to exchange officials between the Canadian and French ministries of agriculture. These exchanges will cover all those target sectors where a better reciprocal understanding is needed about production and regulatory regimes.

iii) Promoting Canadian products:

This function is increasingly being taken over by the private sector. The government role in promotion is shrinking in the face of rising demands for action on the trade policy front. Yet when it comes to participation in the major trade events, only government has the capacity to ensure the kind of co-ordination needed to present a coherent national image. Our keenest competitors, while they too must cope with increasing pressures for trade policy work, have chosen to provide substantial financial support for trade promotion, in an effort to offset the effects of non-tariff barriers.

The tools for supporting trade promotion are:

- a) Co-ordination of the Canadian presence at major trade fairs on the national, regional and world level (France has many of the latter). A review of our methods and activities shows that the resources needed for this function are as little as one tenth of what they once were. Nevertheless, there is a certain minimum requirement.

For France, the major trade fairs are:

- **SIAL** (every two years): agri-food, fish and non-alcoholic beverages;
- **SIMA/SIMAGENA** (every two years): animal genetics, agricultural equipment and supplies;
- **VINEXPO** (every two years): wines and spirits;
- **FIE** (every three years, in Paris): food ingredients;
- **EUROBIÈRE** (every two years): beer, mini-breweries, hops, rye, miscellaneous ingredients/equipment.

- b) Promotional partnerships with strategic players in the agri-food business: restaurant chains, hotels, catering businesses and supermarket chains.
- c) Journalist missions to Canada.
- d) Missions of professional associations, in both directions.
- iv) **Strategic alliances and investment projects:**

Those in the French and Canadian agri-food industries increasingly appreciate the complementarity of their production systems and the attractiveness of their respective markets. It is thus becoming easier to promote strategic alliances and/or investment projects.

The tools for performing this function are:

- a) participation in the major trade fairs;
- b) a program of targeted company visits;
- c) the Post-initiated Agri-Food Fund (PIAF);
- d) concentration on sectors of excellence or complementarity; and
- (e) organizing missions to Canada and France.

