

the federal and provincial governments as well as the private sector, promotional efforts will become considerably more focused. The new planning system also will provide departmental management with the means to obtain information from mission plans on the activities of trade officers and their objectives which can be monitored regularly by means of the newly-developed trade tracking system.

Exports and Investment Promotion Program Evaluation System

This trade tracking system is a quarterly review of export and investment promotion activities at missions abroad. It is closely linked to the annual planning report, and is designed to identify progress, report on results achieved and measure workload factors. Both the planning and tracking systems are in a fully automated format: automation has vastly improved the Department's ability to provide management with concise reports on the export and investment program. It is expected that these systems will improve the quality and speed of service available to clients of the Department who are engaged in international trade and investment activities.

Federal-provincial co-operation

In 1985-86, a closer and more effective liaison with provincial authorities on trade development matters was reflected in the implementation of the jointly drafted federal-provincial papers tabled at the First Ministers' Conference on the Economy in Regina on February 14 and 15, 1985. Considerable time was also devoted to the topic of Canada and international trade at the Annual Conference of First Ministers in Halifax on November 28 and 29.

The papers outlined steps to be taken in the development of a national trade strategy, including an international marketing action plan. They also provided the framework for ongoing federal-provincial discussions, including extensive work on the development of joint federal-provincial marketing plans for countries and sectors of particular current interest.

Intensive consultations took place in February 1986 with all the provinces to co-ordinate plans, programs, activities and to maximize efforts and results in trade development.

DRIE regional offices

The Department of External Affairs continued to work closely with DRIE senior officials in Ottawa and the trade development divisions at the DRIE regional offices to ensure the effective delivery of the Department's trade development programs and services to the regions of Canada. In 1985-86, the trade development divisions continued to assist Canadian companies at the regional level to expand exports as a contribution to job creation, regional economic development and a positive balance of payments. The regional offices analyzed and planned export trade activities, delivered funded programs such as PEMD, analyzed export capability, built upon knowledge of export markets and organized seminars.

Tourism program abroad

Tourism plays a significant part in Canada's international trade. The Department has responsibility to deliver Canada's tourism program through officers at posts abroad, in two distinct world markets — overseas and the United States.

To expand Canada's share of the world travel market, efforts were focused in 1985, as in 1984, on increasing both the numbers and the expenditures of foreign tourists in Canada. These efforts were successful in the key market of the United States: long-term visits (i.e. more than 24 hours) rose 3.4 per cent to 12.1 million (preliminary estimate), while expenditures grew 16.8 per cent to \$3 674 million.

Overseas, the priority markets were Japan, the United Kingdom, West Germany, France, Mexico, Australia, the Netherlands, Italy, Hong Kong, Switzerland and Sweden. Visits decreased 3.8 per cent to 1.6 million, while expenditures were up 4.9 per cent to \$1 332 million.

Marketing profiles

The International Trade Development Branch has prepared a series of marketing profiles on internationally competitive Canadian suppliers for distribution to trade commissioners in foreign posts. These profiles provide a brief non-technical description of the products and services available for export and their applications, as well as an indication of each company's marketing activities and objectives. Marketing profiles are designed to assist trade commissioners to determine with greater precision the market prospects in their territories for competitive Canadian products and services, and to assist in identifying product-market matches that might otherwise be overlooked.

WIN Exports

The Department is proceeding with the development, and implementation of its World Information Network (WIN Exports), a computerized trade program management system. WIN Exports provides trade commissioners at foreign posts with up-to-date, accurate and comprehensive information on Canada's export capabilities, as well as the means to manage extensive local contacts and major promotional activities. Testing of WIN Exports was completed at Tokyo, Hong Kong and three US posts. Essentially, WIN serves as an electronic means to deliver trade sourcing information available in federal, provincial and private sector directories, including the DRIE Business Opportunities Sourcing System (BOSS), to trade posts around the world. Extensive factual and qualitative information on over 12 000 Canadian exporters is now available on WIN.

Special trade relations

The Special Trade Relations Bureau is charged with the administration of the *Export and Import Permits Act*. This Act, which is enforced by the Royal Canadian Mounted Police (RCMP) and Revenue Canada Customs & Excise, imposes controls on the import or export of certain goods, or on the export of all goods to certain countries for the purposes outlined in the Act. These purposes include managing supply and distribution of articles which are scarce in Canada or in the world, or subject to governmental controls in other countries, encouraging additional processing in Canada of natural resources, ensuring that Canada's national security is not jeopardized, supporting other Canadian legislation (for example, the *Meat Import Act* and the *Farm Products Marketing Agencies Act*), and implementing intergovernmental agreements. Control is exercised through the requirements for an export or import permit for goods listed on the Export Control List or on the Import Control List, or for all