

together with industry and area specialists from government departments and regional offices, help in the formulation of the Trade Fairs and Missions Program.

Export development plans prepared by the Department alert Canadian exporters to opportunities in priority countries by industry. In 1982, the Department published plans for several countries. Marketing studies, export workshops, guides for exporters, support and advice for private sector business organizations, businessmen's missions and counselling on how best to use the the PEMD to participate in fairs where the Department does not sponsor a national stand – all these are facets of the trade development program.

Public affairs support of trade promotion continues with the projects inherited from the former Department of Industry, Trade and Commerce. These include the distribution of promotional material, media kits and publicity, chiefly at trade fairs. Advertising abroad promotes Canada as a trading nation, and at home informs the domestic audience of opportunities abroad.

### Regional efforts

Many of the Department's trade promotion activities are directed toward our most important trading partners: the United States, the European Community and Japan. The Department organized a number of initiatives during the year to promote trade and foster understanding of Canadian policies among U.S. leaders and businessmen, including visits by Cabinet ministers, trade missions and 30 trade shows. More extensive contact between businesses in Canada and Europe benefitted from the active involvement of political leaders. Industrial co-operation was a central component of the Prime Minister's discussions during his visits to Germany, Spain and France. These activities were further reinforced by visits to Canada by the Prime Ministers of France, Portugal and Greece and by the German Chancellor Helmut Schmidt and his Minister of Economic Affairs.

Because Japan is Canada's second-largest bilateral trading partner and a major source of investment, Canada's embassy in Tokyo maintains especially active public affairs support for trade promotion, to draw the attention of Japan's business community and trade press to Canadian industrial capacity. The program in Japan includes translation of trade brochures, purchase of space in catalogues, advertising in trade journals and publicity for the Canadian Trade Centre, which holds industrial shows every month.

Despite a proliferation of trade fairs throughout the world, Europe remains the centre of world trade fair activity. It is often necessary to book space as much as two years in advance at the most prestigious European events. At certain trade fairs in Europe where Canadian industry had substantial success, sales were made to countries other than the host country. Industrial participants reported sales of \$500 million generated from participation in trade fairs and missions in Europe organized and supported by the Department. Significant among successes were those in the automotive parts industries, electronic and telecommunications equipment and the printing and packaging industries. A continuing program promoting timber frame construction for housing is gaining wide acceptance for this method of construction in Europe, with resulting prospects for increased sales of Canadian lumber.

In Eastern Europe, trade fairs and missions are also an effective way of promoting Canadian exports, together with high-level visits such as organized seminars by Canadian experts on countertrade in Toronto, Montreal and Calgary. Countertrade, the barter arrangement by which imported goods are paid for with goods of local production, is on the increase with Eastern Europe and Third World countries.

The five member countries of the Association of South East Asian Nations (ASEAN) – Indonesia, Malaysia, the Philippines, Singapore and Thailand – also present increasingly attractive opportunities for Canadian business. When the Prime Minister visited the ASEAN countries and Brunei in January 1983, he held extensive discussions on trade and helped focus attention on Canadian executives and the business they pursue in the host countries.

Senior-level visits promoted the development of trade and economic co-operation between Canada and Asia. In May 1982, the eighth meeting of the Canada-China Joint Trade Committee was held in Ottawa. The Minister of Transport led a transportation equipment and services trade mission to India in September. The Department co-operated with Canadian businessmen in the formation of a Canada-India Business Council and participated in a Canada-India Business Opportunities Conference mounted in Toronto in November, as well as a trade mission to India in February 1983. The Second Pacific Rim Opportunities Conference in Toronto, also in February 1983, introduced Asian markets to more than 150 Canadian businessmen.

Trade development in Latin America and the Caribbean is directed toward the long-term potential of the region's strong natural resource base and rapidly increasing population. The Department continued to work closely with the Export Development Corporation (EDC) and Canadian banks in arranging financing for Canadian ventures. An expanded trade fairs and missions program showed impressive returns, with projected sales of over \$80 million. In Canada, the Office of Trade Development promoted awareness of market potential in Latin America by participating in trade missions and seminars sponsored by provincial governments and supporting private sector organizations interested in exporting to the region, such as the Canadian Export Association, the Canadian Association for Latin America and the Caribbean (CALA) and the Brazil-Canada Chamber of Commerce.

In Africa and the Middle East, our chief markets are Saudi Arabia, Algeria, Egypt and South Africa. Most notable among a number of promotional activities to increase our share of these markets were the seminars in Montreal, Toronto, Halifax and Edmonton in December 1982, designed to show that there are excellent market possibilities in Africa.

The new Australian Prime Minister, Robert Hawke, has stated his intention of strengthening Canada-Australia trade and economic links. Sectors holding particular promise for sales of high-technology goods include oil and gas, power transmission, electronics, transportation, defence and specialized machinery.

### Trade fostering programs

The Department has a number of programs specifically devoted to the development of international trade.