

Activity	Date	Location	Dept.	Contact
United States				
Consulting/engineering market exploration mission to:	Jun 1992	U.S.	ISTC	613-941-4213
Airport services, trade fair: Interairport	Jun 1992	Atlanta	EAITC	613-991-9481
Consulting engineering, trade mission from:	Sep 1992	U.S.	EAITC	613-991-9478
U.S. (non defence) procurement mission	Sep 1992	Seattle	ISTC	604-666-1440
Services sector, partnering mission	Sep 1992	U.S.	ISTC	514-283-7828
Interior design, trade mission to:	Sep 1992	Atlanta	EAITC	613-991-9479
Services, trade mission to:	Oct 1992	Seattle	EAITC	613-993-6576
Information technology services, trade mission to:	Oct 1992	San Francisco	EAITC	613-993-6576
Geomatics, trade mission to: partnering	Jan 1993	Boston	EAITC	613-993-6576
Geomatics market exploration assistance	ONG 1992	U.S.	ISTC	613-941-2810
Japan				
Resort construction, institutional exhibit:	Nov 1992	Japan	EAITC	613-996-2463
Asia Pacific South				
Building materials, trade fair, information booth:	Jun 1992	Australia	EAITC	613-995-7652
Mission to Asian Development Bank (ASEAN)	Sep 1992	Philippines	ISTC	709-772-6600
Environmental services missions to:	Sep 1992	Indonesia, Philippines	ISTC	613-941-4214
Environmental services mission to:	Oct 1992	Taiwan	ISTC	604-666-1436
Engineering services mission to:	Oct 1992	IndoChina	ISTC	604-666-1436
Building Products, trade fair: Interbuild	Nov 1992	Australia	EAITC	613-995-7652
Africa and the Middle East				
Construction goods and services, trade mission to:	Jul 1992	Jordan, Lebanon	EAITC	613-993-6983
Commercial and partnering mission to:	Sep 1992	Tunisia, Algeria, Morocco	ISTC	514-283-7048
Services, training and investment, trade mission to:	Feb 1993	Iran	EAITC	613-993-7043
Latin America and the Caribbean				
Geophysical survey services, trade mission to:	Nov 1992	Chile	EAITC	613-996-5549
International financial institutions, mission to:	ONG 1992	Latin America	ISTC	514-283-8795
Central/Eastern Europe and the Commonwealth of Independent States (CIS)				
Construction goods and services, trade mission to:	Jun 1992	Poland	EAITC	613-996-2858
Construction goods and services, trade fair: International Trade Fair	Jun 1992	Poland	EAITC	613-996-2858
Environment products and services, trade fair: BRNO engineer fair	Sep 1992	Czechoslovakia	EAITC	613-996-2858
Construction technologies & prefabrication, trade mission to:	Nov 1992	CIS	EAITC	613-996-2858

Consumer Products

Exports: \$2.8 billion

Overview:

- The sector consists of the full range of semi-durable and durable goods bought by individuals, households and institutions, with the exception of food, beverages, tobacco products, paper products, consumer electronics and personal services.
- The sector is mainly composed of small, niche-market companies serving the domestic market. Many lack the economies of scale, the financial resources and the management skills needed to fully develop international business opportunities.

Product Strengths:

- Fashion apparel, sporting goods, office furniture, pleasure boats, and winter and work/utility footwear.

Priority Markets:

- The U.S., Europe and Japan.

Key Strategic Priorities:

Fashion Apparel

- *focus promotional marketing opportunities on the U.S. market, with some activity taking place in Europe and Japan;*
- *provide strategic market information;*
- *assist industry via Fashion Apparel Sector Campaign to become more export-ready by encouraging improved industry management and technical skills;*
- *organize technical missions, trade show tours and seminars to raise industry's level of awareness of emerging technologies.*

Sporting Goods

- *concentrate on export development in Europe, the U.S. and Japan;*
- *conserve Canada's dominant position in the hockey equipment market and use this success to gain exposure for a broader range of products.*

Furniture

- *help industry pursue marketing initiatives in the U.S., Europe and Japan;*
- *help industry form strategic alliances with foreign companies;*