

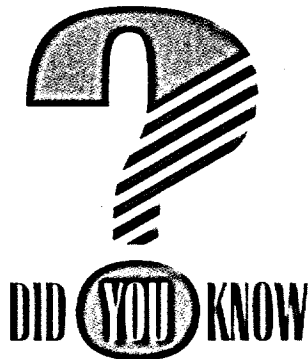
- **Program for Export Market Development** is DFAIT's primary export promotion program. It supports a variety of activities through cost-sharing agreements that help Canadian companies expand into export markets.
- **New Exporters to Mexico** is designed to provide Canadian exporters with the tools they need to penetrate the Mexican market.
- **New Exporters to Border States** helps Canadian companies that are preparing to export for the first time to the United States.
- **New Exporters to Overseas** assists exporters that are new to Western Europe to learn the essentials of doing business there.

DFAIT operates an extensive **Trade Fairs and Missions Program** that gives Canadian companies the opportunity to display their products, services and technologies throughout the world. Details of proposed and approved trade events are published annually in the International Trade Business Plan and can be obtained through the department's InfoCentre.

The department also offers a number of valuable reference and information services. Over 21,000 Canadian firms are included in DFAIT's computerized sourcing system, **WIN Exports**, used by Canadian Trade Commissioners to identify business opportunities for Canadian exporters. The data base includes information on products and services available for export, foreign markets and countries that firms are considering or in which they are active, and contacts responsible for export activities. **For more information on WIN Exports, contact the International Trade Centre nearest you or the Trade Information Systems Division (TPP) at 613-996-5701 (tel) or 613-992-3004 (fax).**

For information on trade development programs and services, DFAIT operates the **InfoCentre**, a toll-free counselling and reference service for Canadian exporters and companies interested in world markets.

INFOCENTRE	1-800-267-8376
Ottawa area:	944-4000
Fax:	(613) 996-9709
Fax-back service:	(613) 944-4500



- In 1993, Canadian merchandise exports totalled \$186 billion, up \$24 billion, or 16 percent, from 1992, and representing the largest year-to-year increase since 1984.
- The merchandise trade surplus in 1993 was \$17 billion, up from \$15 billion in 1992. Canada's trade surplus with the United States reached nearly \$37 billion.
- Ninety-five percent of Canadian trade is with the United States, Western Europe and the Asia-Pacific region.
- In 1993, exports to the United States and Japan increased by 20 percent and 9.8 percent respectively, while imports from the U.S. and the European Union rose 18 percent and 2 percent.
- Out of some 150 nations in the world, Canada is seventh in total two-way trade, while only 31st in population.
- The fastest-growing sectors for Canadian export include chemicals, communications equipment, computer software, and specialized services.

THE UNITED STATES

- Canada and the United States share the world's largest bilateral merchandise trade relationship — \$264 billion in 1993, up from \$222 billion the previous year.
- 1993 was a record year for Canadian exports to the United States, increasing by 20 percent. Valued at \$150.6 billion, compared to \$125.6 billion in 1992, exports to the U.S. accounted for 80 percent of total Canadian export sales.
- Canada is the largest single customer for U.S. sales abroad, purchasing 19 percent of all U.S. exports, representing approximately 67 percent of total Canadian merchandise imports.

THE ASIA-PACIFIC REGION

- The Asia-Pacific region includes many of the fastest-growing economies in the world and accounted for over \$16.6 billion of Canadian exports in 1993.

Japan

- Japan is Canada's second-largest trading partner, purchasing \$8.5 billion worth of Canadian exports in 1993, as much as the U.K., Germany and France combined. Canada imported \$10.7 billion of goods and services from Japan last year.