

INTRODUCTION

Government export support services are available to respond to the needs of all companies wishing to develop their export potential. However, the budgetary reality currently faced by governments enforces a discipline on all spending programs, including government-initiated export promotion activities. It is therefore essential to review and prioritize world markets in the context of national and regional industrial capability to identify markets of concentration and sectors of opportunity on which incremental trade promotional resources should be targeted to maximize returns.

The objective of providing a greater focus of promotional efforts on markets of concentration and sectors of opportunity is to provide the basis on which governments could agree to work together with the participation of the private sector to develop unified export marketing plans.

This paper looks at export marketing from the "demand" perspective (i.e. what does the market want) and moves from there to match up demand with the export supply capability of Canadian companies.