

## Export assistance

The development of international trade is an important Canadian priority and the federal and provincial governments offer a broad range of assistance to existing and potential Canadian exporters.

The Department of External Affairs administers two major programs, the Program for Export Market Development and the Promotional Projects Program, and operates Info Export, a toll-free telephone information service for the country's exporters. Abroad, some 500 trade commissioners work in 90 embassies and high commissions to identify market opportunities and help Canadian exporters capitalize on trading opportunities.

Specialized export assistance is also available to Canadian companies through a number of agencies.

## Export trade month

The importance of exports to the Canadian economy is stressed during Canada Export Trade Month in October. The annual export trade month program began in 1983 and has since proved to be a highly effective co-operative venture of governments, business, industry and the academic and cultural communities. The objectives this year are to create an intensified focus on the benefits of export trade and to encourage greater participation.

Some October 1986 activities are part of on-going trade programs while others are being initiated across the country. A number of foreign trade missions will be in Canada to investigate markets, while Canadian business and industry groups will participate in many trade events abroad in various countries including the United States, China, Malaysia and India ■

## Major 1985 commodity exports and imports

