

EVALUATION REPORTS
US Branch Promotion Programs
FY 1990/91

Trade Development Highlights:

During FY 1990/91, 4519 Canadian companies participated in the US Trade, Tourism and Development program that consisted of 356 trade promotion events. The program cost \$18.2 million. As a result, for each dollar invested, the program generated \$89 in sales (on site plus 12 month forecasted) by the participating companies. These activities included some that were indirect and supportive to the program, but were difficult to quantify. This latter group included activities such as, directories of exporters, market studies, seminars, workshops, and guides to US trade shows.

For each dollar spent on the 178 trade projects (national stands and information booths), the program generated \$91 in direct exports. The 1,859 companies involved sold \$1.228 billion of Canadian products, for an average of \$630,000 per participant.

Of the 94 missions (incoming, outgoing, NEBS, and NEXUS) organized, approximately of 1,110 Canadian companies participated and generated \$57 million worth of sales.

Participants in the US Program came from all regions of the country. Western Canada provided 25% of participants, Atlantic Canada 10%, Quebec 27%, and Ontario 38%.

Investment Development:

With a total budget of over \$685 thousand, the Investment Development Program (IDP) consisted of 78 projects in FY 90-91. The program identified over 4,500 serious investment prospects. The budget came from two main sources: \$555 thousand from IDP funds specifically authorized by Treasury Board for fostering foreign investment in Canada, and approximately \$70 thousand from UTD's Free Trade Agreement promotional resources.

An important aspect of the IDP is the Corporate Liaison Program in which post personnel hold one-on-one contacts with corporate decision makers. US post personnel held such meetings with 5,000 prospective US corporate personnel in FY 1990-91.