

Germany, Italy, Holland, and France.

The Department will continue to introduce new Canadian exporters to U.S. markets by means of established programs such as NEXUS and PEMD.

Departmental promotional projects will be intensified to enhance the position and to increase the market share of established Canadian exporters. Events such as training of personnel of foreign organizations which are potential buyers of Canadian products and services will be used to achieve this.

For South East Asia markets the department, together with the industry, will prepare a qualitative and quantitative assessment of our current position and competitiveness as well as an inventory of future major projects scheduled for the area. Based on the above we could then recommend an appropriate, 2 or 3 year program, designed to enhance our presence in Indonesia, Malaysia, Philippines and Thailand.