

steps opening this program to polar-active countries in Central and Eastern Europe.

The three-year Technology and Economy Program of the Organization for Economic Cooperation and Development (OECD) examined the effects of technology on society and competitiveness. The transfer of technology emerged as a major international issue, and a process was initiated to develop appropriate policies applying to it. Canada has played a leading role in related international discussions.

Long-standing negotiations with the United States on RADARSAT, Canada's first observation satellite using radar for resource and environmental monitoring, led to a memorandum of understanding outlining the terms of bilateral cooperation. A subsequent exchange of letters gives this arrangement the force of a Canada-U.S. treaty. In addition, the establishment of a Canada-Japan Space Panel under the framework of the bilateral science and technology agreement has enhanced Canada's cooperation with Japan in activities related to outer space.

Canada played a leading role in negotiations of the UN Committee on the Peaceful Uses of Outer Space to avoid a recurrence of the type of problems which occurred when COSMOS 954, a nuclear powered Soviet satellite, crashed in northern Canada in 1977.

## **MACHINERY, TRANSPORTATION AND ENVIRONMENTAL EQUIPMENT**

The Machinery, Transportation and Environmental Equipment Division is responsible for the export market development of environmental and energy-efficient products; primary industry machinery; secondary industry machinery; urban and rail transit systems and products; autos and auto parts; and power and energy equipment (including oil and gas equipment). The Division is also responsible for the service sectors associated with these areas. In spring 1991, the Division acquired the continuing role as the departmental liaison for companies wishing to participate in the rebuilding of Kuwait.

The Division has implemented marketing strategies for agricultural machinery, packaging and labelling equipment, food processing machinery, plastics industry machinery, autos, automotive parts and garage equipment. It is leading the development of a government-wide environmental products export strategy. The Division is also playing a key role in export strategies for the oil and gas equipment and services sector; the urban and rail sector; the mining equipment sector; the food services equipment sector; the printing equipment sector; and the plastics processing equipment sector.

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## **EXPORT PROGRAMS AND SERVICE INDUSTRIES**

### **INVESTMENT PROMOTION**

The Investment Development Program (IDP) continues to attract value-added technology intensive investment to Canada. A total of 45 overseas missions deliver a wide variety of activities, focusing on strategic alliance partnerships to assist Canadian companies to be competitive. The IDP is increasingly directed toward specific sectors of the economy. There is less emphasis on general awareness of Canada as an investment location, and more emphasis on particular industries and areas.

In addition, the Going Global Investment Program (GGIP) emphasizes and complements these sector-specific activities, profiling Canadian companies through promotional brochures for introduction to potential foreign investors.

Increasingly, both IDP and GGIP are supported by matching efforts and contributions by the provinces and private-sector interests.

### **PROGRAM FOR EXPORT MARKET DEVELOPMENT**

PEMD continues to be the most effective and popular export development program used by exporters to increase sales of Canadian goods and services abroad. The Program shares the cost of activities that companies could not normally undertake alone, thereby reducing the risk involved in penetrating a foreign market.

Increased use of the industry-initiated component of the program over the past four years is evident from the numbers of applications received and approved.

Export sales reported during the year, as a result of repayable industry-initiated marketing activities, have now reached \$600 million.