

*Supply*

This two track trade policy is the heart and soul of our over-all strategy. Beyond that, we have to do a number of pragmatic things to enhance our trade. We now deploy investment counsellors from the private sector to key locations around the world. Our trade officers more aggressively promote investment to Canada. We now have some 2,000 investment related events conducted annually, together with extensive advertising and extensive communications program, likewise, our science and technology activities abroad. These activities are not just in Canada, but abroad, and are designed to maximize access to R and D outside the country. They have been strengthened. We now have 32 officers in 24 posts servicing about 3,000 technology inquiries per year.

The mainstay of our trade promotion thrust to increase the efficiency of our international marketing program is the well-known program for export market development, the so-called PEMD program. With an annual budget, PEMD has \$35 million. It provides for company participation in fairs and trade missions and supports individual corporate marketing efforts. We have adapted PEMD to the changing world scene to better assist the efforts of small business.

As the minister of small businesses, I am extremely pleased to see that this particular approach, which under the previous government was not a bad program for big business, has now been made much more adaptable for small business. I could show to members of the House the Canadian business guide, just produced last week, entitled: "Exporting to the United States". If an hon. member has a small business in his or her constituency that does not know how to export to the United States and needs some primer and some help, this document is very helpful.

We have adapted PEMD, then, to the small business community as well as to the medium and large business communities, and it is working. In 1989, 59 per cent of PEMD approvals went to Canadian companies with total sales of less than \$2 million. I am very pleased that that program is not only up and running, but that it is better balanced.

Another pillar in carrying out our marketing effort is the trade commissioner service. Some 240 trade commissioners located in 129 countries are responsible for analyzing markets, assisting in markets, promoting foreign investment, and identifying foreign technology.

Also, in order to ensure that this high level of service reaches more Canadian companies, we established 12 international trade centres across Canada. They are the local points of contact for every actual or potential exporter for all the department's services. There is a deeper problem that Canada faces that this government is coming to terms with, and that is awareness. People are just not aware of the importance of exporting or how to export. We have a program in place to improve that awareness by making small and large businesses more export ready and to support exporting capacity.

• (1200)

A variety of programs are in place to do this. They include the high technology seminars, the Marketplace program and the export awards program. As well, there is the InvestTech Cross-Canada Tour and a variety of *ad hoc* seminars and briefings on subjects, ranging from the FTA and Europe '92 to export controls and transportation, which have been organized. They have been a tremendously useful set of seminars to help make our business community more aware of the opportunities of export.

In 1988, the Minister for International Trade was pleased to announce a \$57 million, five-year trade development program with a focus on the United States. That focus has been working very well. It includes the Nexus program, the NEBS program, but also there is a wider program, which members will recall. Last fall the Prime Minister announced a \$93.6 million series of programs to aid businesses in expanding their market efforts into the global marketplace, with a focus on Europe and the Pacific. The government has dedicated over \$150 million to trade development over the past two years, and this comes at a time when budgets are being tightened everywhere. It is a very clear example of the kind of commitment that this government has shown to enhancing awareness of exports and assisting in exports in terms of trade mission fairs, knowledge, technology, transfer and so on.

I would like to make a comment to summarize what has happened. We have some very interesting numbers that I do not think have ever been read into the record here in the House. As a direct result of our efforts, our clients have reported in 1989-90 1,736 export sales worth \$4.8 billion; 129 new joint venture and licensing agreements worth \$198 million; 68 foreign investments in Canada worth \$746 million; 62 Canadian investments