

## Promotional Projects Program

This program provides funds for organizing national exhibits at trade fairs outside of Canada, setting up trade and economic missions, mounting export marketing seminars at home and abroad, and financing trade missions and visits to Canada by foreign officials and businessmen. The 1985-86 program included: 187 trade fairs and information booths in 44 countries involving 1 043 companies; 60 outgoing trade missions and seminars taking 570 businessmen to 39 countries; and 138 incoming missions and visits bringing 998 foreign officials and businessmen to Canada. Export sales influenced by these activities are expected to total \$763 million at a cost of \$15.5 million.

## Trading houses and countertrade

Activities for trading houses include assisting the sector in its growth and development through disseminating information on the role and function of trading houses to companies and government officials and promoting their use by small to medium-size Canadian suppliers. In the countertrade area, the Department is active in strengthening the understanding and capabilities of Canadian exporters and ensuring that they have access to appropriate countertrade intelligence and services as well as knowledge of new developments in the field.

## Export financing and capital projects

The Department's Export Finance and Capital Projects Division seeks to ensure that export financing facilities available to Canadian business are competitive and are used effectively to advance Canada's trade interests while respecting our international obligations. It reviews all proposals for the use of official funds to support Canadian export sales and monitors Canadian procurement under projects financed by development banks and other international financial institutions. It works to facilitate harmonization of Canada's trade development and aid programs and to advise exporters on matters related to export financing. Its mandate now includes all policy and operational issues pertaining to the Department's involvement with the EDC and the Canadian Commercial Corporation (CCC), and with the OECD in respect of Canada's international financing responsibilities. It also serves as a focal point for identifying Canadian interests in overseas capital projects and in promoting increased Canadian involvement in projects financed by international financing institutions. In 1985 this division represented the Department at OECD conferences on export financing and in discussions resulting

from the Export Financing Consultation Paper released in January 1985. It has thus worked towards streamlining existing financing mechanisms and creating new facilities to ensure that Canadian exporters can compete on an equal basis with foreign competitors. Through a country-wide series of seminars and the production of two publications this division also worked to increase exporters' awareness of sales opportunities in projects funded by international financing institutions.

## Trade development policy, planning and liaison

### Towards a trade strategy for Canada

Since First Ministers endorsed a draft national trade strategy in February 1985, the International Trade Development Branch has undertaken a number of important trade policy and export promotion initiatives to meet the principal objectives of the policy. Government approval was sought and received to proceed with a five-year, \$70 million program of incremental export promotion initiatives to assist in the expansion of Canada's export trade to the Asia-Pacific region and to the United States. Ten million dollars were allocated in the 1985-86 fiscal year to fund the commencement of the initiatives which include doubling the trade staff in Beijing, establishing trade offices in Shanghai, Osaka and Bombay, opening mini-offices at regional centres in the United States and strengthening US border missions. This first phase of the Canadian trade strategy also included development of international marketing action plans formulated for countries and sectors of particular interest to Canada as a result of federal-provincial discussions throughout the year. Additional work was undertaken to identify incremental export expansion possibilities in other priority markets identified in Europe, Africa and the Middle East, Latin America and the Caribbean.

### Export and investment promotion planning

During the year, the International Trade Development Branch has responded to the need — identified during the development of the Canadian trade strategy — for Canadians to focus and target their export and investment promotion efforts. An export and investment promotion planning system has been developed which will enable the Department to automate the trade and investment component of the annual work plans of missions abroad. Among other things, the system will permit rapid identification of priority sectors and promising market regions worldwide, so that in consultation with

**Promotional Projects Program: Summary Table**

Fiscal Year	Number of proposals received	Number of projects approved	Number of companies assisted	Budget approved (\$million)	Expenditures (\$million)	Sales (\$million)
1980-81	818	278	1 674	8.3	7.2	310
1981-82	811	299	1 652	8.6	8.8	350
1982-83	1 012	308	1 580	10.6	9.5	600
1983-84	1 073	341	1 894	12.7	13.1	623
1984-85	1 148	448	1 750	15.5	14.7	728
1985-86	1 033	385	1 613	15.7	15.5	763