

UNITED STATES TRADE PROMOTIONAL ACTIVITIES

APRIL 1, 1993 - MARCH 31, 1994

This is a compendium of the trade promotional activities the United States Trade, Tourism and Investment Development Bureau (UTD) of External Affairs and International Trade Canada (EAITC) proposes to undertake in the United States market in fiscal year 1993/94.

This program specifically addresses the following goals:

- to pursue efforts in the following priority sectors: computers and semi-conductors, instrumentation, health and medical equipment and telecommunications. This is in recognition of the growing emphasis in trade in these sectors and their potential high growth;
- to continue to emphasize opportunities in the services sector, government procurement and environmental products and services;
- to continue to identify new exporters and recognize their special needs for export education through the New Exporters to Border States (NEBS) program;
- to make special efforts to assist those sectors with particular circumstances.

EAITC plans to invest approximately \$14 million in the 1993/94 U.S. marketing program. The U.S. Trade, Tourism and Investment Development Bureau (UTD) coordinates EAITC's network of trade offices in the US and their staff of 135 Trade Commissioners and Commercial Officers. In addition, UTD has a staff of 17 officers in Ottawa and each sector in this publication bears the name of the responsible officer. Enquiries should be directed to the appropriate officer.

The document is the result of extensive consultations between UTD marketing officers, private sector partners, the US post personnel, EAITC sector specialists, Industry, Science and Technology Canada (ISTC) specialists, regional offices, and provincial and territorial trade departments. In developing the program, partners carefully assessed market potential and Canadian capabilities in each sector.

Expected results: Based on experience, UTD's marketing mix produces an average of \$87 of export sales for each dollar invested. On this basis, the 1993/94 promotional program should yield approximately \$1 billion in new business for Canadian companies.