
as customs procedures, market access, shipping, etc. The posts will outline the market characteristics for the sector in question and work with the companies to develop a program to gain distribution and sales exposure for the companies.

►► EMERGING AND SECONDARY MARKET OPPORTUNITIES

The government is paying more attention to emerging markets through a new program entitled "Emerging and Secondary Market Opportunities". The main purpose of the program is to take advantage of tourism marketing opportunities where the federal government can likely make a positive and immediate impact in generating increased revenues for Canada. Emerging markets are defined as markets of demonstrated potential for increased revenue generation from high yield pleasure travel and meetings, conventions and incentive travel to Canada. The program is extended to a number of countries that meet certain criteria.

►► EAITC TOURISM COORDINATION UNIT

To obtain market profiles, list of consumer and travel trade events in post territories abroad or a summary of the tourism program strategy in the U.S. and any other general information on the implementation of the tourism program abroad, you are invited to contact:

U.S. Trade and Tourism
Development Division (UTO)
Lester B. Pearson Building
125 Sussex Drive
Ottawa, K1A 0G2
Telephone (613) 993-7344
Fax (613) 990-9119
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