

must be aware of the employment effects of trade. It is imperative that export initiatives are consistent with, and fully integrated with, other government economic policy priorities, including those with respect to employment.

By running the I-O model four separate times for exports to the U.S., the EU, APEC countries (minus the U.S.) and the rest of the world, this Paper was able to specifically analyze Canadian exports, by industry, to those regions. No single market emerged as the "best" export destination. The limited contribution of I-O analysis in the selection of export markets emphasizes the fact that there are a number of approaches and analytical techniques that are required in the formulation of a comprehensive government export development program. The I-O is only one analytical tool that, if used properly, can contribute to a better understanding of the export sector, and ultimately the delivery of more effective government export initiatives.