

quickly to most export-related trade enquiries. The average number of calls received at the Centre jumped from 100 to 150 per day for a total of approximately 30 000 for the 1985-86 fiscal year. The Centre also distributed close to 34 000 publications to current and potential exporters and added 3 000 companies to the *CanadExport* newsletter mailing list bringing the total number of subscribers to 26 000. Info Export also developed a walk-in reference centre with a small boardroom where visiting businessmen may meet with one of the Centre's trade development officers.

### Trade facilitation

The Trade Facilitation Program is an ongoing operational responsibility of the Department. The Program's function is to formulate, implement and develop policies and strategies for the systematic rationalization of procedures and documentation for international trade. Active liaison with the private sector through the International Business Council of Canada, the Electronic Data Interchange Council of Canada and private consultants working in the area of trade facilitation continued to ensure that international standards related to the generation, transmission and processing of individual trade transaction data were consistent with Canadian commercial practice and interests. Industry initiatives were supported through cost-sharing projects with the Canadian International Freight Forwarders Association, Synerlogic Inc. and the Electronic Data Interchange Council of Canada. The Interdepartmental Committee on the Facilitation of International Trade, chaired by the Department, was active in ensuring that Canadian concerns were reflected in multilateral negotiations on standards and documentation for international trade.

### The Canada Export Award

The Canada Export Award acknowledges outstanding Canadian export accomplishments. It promotes the successes of Canadian companies trading abroad to the Canadian people

and to Canadian business. In so doing, it demonstrates the wide range of successful exporting activity and illustrates various routes to export involvement, as well as the standards required for international competition. In 1985, the Honourable James Kelleher, Minister for International Trade, presented Awards to the following 12 successful exporters: B. Terfloth & Cie (Canada) Inc., Babcock & Wilcox Canada, Canberra Engineering Ltd., CEGIR, Develcon Electronics Ltd., Electrovert Ltd., Faultless-Doerner Manufacturing Inc., Fletcher's Fine Foods Ltd., Linear Technology Inc., Polymer International (N.S.) Limited, Process Technology Limited and XCAN Grain Ltd. The Department administers the overall program; the actual selection of Award winners is made by an independent committee of distinguished Canadians drawn representatively from the business and financial community, the export media and public officials. Firms are selected on the basis of their performance in specific export criteria such as growth in export sales, Canadian content and export markets over a three-year period.

### Program for Export Market Development

The Program for Export Market Development (PEMD) encourages the export of Canadian goods and services by sharing the financial risks of entering new foreign markets with the Canadian business community. The financing is repayable if export efforts are successful. The Program's nine sections cover sustained export market development, support for the agriculture, fisheries and food products industries and contributions to non-profit organizations. During the 1985-86 fiscal year, a total of 5 363 applications were received, of which 3 664 were approved, for a total support of \$36.3 million. Total expenditures amounted to \$33.7 million, as compared to commitments of \$66.8 million and expenditures of \$32.9 million during the previous fiscal year.

The decrease is due to budget restrictions brought on as a result of federal restraint measures.

**Program for Export Market Development: Summary table**

Fiscal year	Number of applications received	Number of applications approved	Amount approved (\$000)	Expenditures (\$000)	Budget (\$000)
1979-80	3 369	2 526	21 853	11 105	7 000 <sup>1</sup>
1980-81	3 324	2 498	21 853	9 130	7 000 <sup>1</sup>
1981-82	4 200	3 064	30 929	17 792	15 000 <sup>2</sup>
1982-83	5 538	3 998	41 111	20 874	19 109
1983-84	5 618	4 105	42 054	26 975	26 443 <sup>3</sup>
1984-85	6 235	4 543	66 781	32 865	34 815 <sup>4</sup>
1985-86	5 363	3 664	36 260	33 706	35 014

1 A base supplemented by allotment transfers to meet actual expenditures.

2 The program was partially closed for five months in 1980-81 prior to receiving additional funding. This meant that fewer commitments which required expenditures were made in 1982-83.

3 Includes new program section PEMD FISH (\$150 000) but excludes \$1.7653 million to offset 1982-83 over-expenditure.

4 Total budget includes PEMD FISH and Urban Transit Study.