

Also in the United States, Trade Strategy financing has been used to conduct a successful New Exporters to Border States Program, in which more than 1 500 potential new exporters have undertaken their first efforts to develop sales to the US. More than 120 new trade promotion activities have been conducted in the US under Trade Strategy financing.

A broad range of other market development activities are underway in both the Asia-Pacific region and the United States with Trade Strategy funding, which include specialized seminars for Canadian exporters, market studies, and the development of management systems to improve the availability of vital trade information in Canada and abroad. To attract new foreign investment, investment counsellors, recruited from the private sector, have been assigned to Canadian posts in Bonn, Hong Kong, London, Los Angeles, New York, Paris and Tokyo. Technology officers have been placed in Atlanta, Bonn, Boston, London, Orlando, Santa Clara, Stockholm and Tokyo to ensure that Canadian firms have enhanced access to new developments in these key world technology centres.

Export and investment promotion planning

An advanced computer-based management system for the planning and evaluation of the trade program was developed through the year and launched in October 1986. The system identifies specific trade activity priorities of missions abroad, provides detailed sectoral and market information and permits market opportunities to be selected geographically and by sector.

Ninety-six diplomatic missions covering some 120 markets participated in the first year of the continuing project. The material obtained from the plans submitted by trade officials abroad was published and made available to other departments of government which have an interest in international trade, and to the provinces and national private sector trade associations. The project contributed significant improvements to the consultations between the Department and its clients which are undertaken annually. The consultative discussions were more focused and targeted on topics of specific interest to individual groups and organizations across Canada, despite the considerable diversity of their perspectives on international trade and investment.

Linked with the planning system is a new trade tracking system which evaluates the implementation of post plans. It performs three basic functions, viz. measuring workload, identifying progress, and reporting results. The year under review was the first full year of operation of the tracking system. Quarterly reports were produced for departmental management to assist in the evaluation of mission operations abroad.

WIN Exports

In 1986 a central operations base, the WIN Exports Division, was formed to operate a number of trade-related

management information systems. These computerized systems are being linked as a means of increasing the quality and effectiveness of program delivery in the missions abroad and the regional offices across Canada as well as at headquarters.

The WIN Exports System is the largest, now extending through four local micro-computer networks in headquarters to ten in the United States with plans to cover key posts in the Asia-Pacific region in 1987 and the remainder of the world by 1990. WIN Exports provides a consolidated electronic sourcing directory with 16 000 Canadian suppliers, a collective memory of contacts made in the field, and automated facilities for utilizing the data.

At the same time, the in-house mini-computer operated by the new division provides the host facility for the Export and Investment Promotion Planning and Tracking System, a Federal-Provincial Trade Activities data base and a part of the PEMD Administrative System. The remainder of the PEMD system is managed on the Department's behalf within the central corporate facilities of DRIE.

Trading houses and countertrade

Informing both the public and private sector on the role and function of trading houses continues to play an important role in the development of the trading house sector in Canada. This has been achieved through the development of publications and a program of seminars across Canada in co-operation with the Council of Canada Trading Houses. Direct support was also provided to the Council. The newest initiative undertaken is research into the use of manufacturers' agents in the United States, and it is expected to lead to production of a new publication to assist exporters in the US market.

In the field of countertrade, the Department continues its program of ensuring awareness of global trends and their impact on Canadian exporters, and providing advice and intelligence to Canadian firms.

Export financing and capital projects

Ensuring that Canadian exporters have access to export financing facilities that are both competitive and supportive of our trade interests remains a priority function. In the OECD Consensus, departmental officials work towards increasing transparency and discipline in this field. The Department continues to review all proposals for the use of official funds in support of Canada's export sales and monitors and encourages procurement under projects financed by development banks and international financial institutions. To increase participation in capital projects abroad, work has commenced on a standard project reporting system suitable for multiple point access. The Department also continues to review all policy and operational issues pertaining to its involvement with the Export Development Corporation and Canadian Commercial Corporation.