

## EAITC's Resources and Chemicals Division (TAR)

The importance of natural resources to Canada's economic well-being cannot be overstated. The forest products sector alone, with net exports exceeding \$19 billion in 1989, represents the single largest contributor to Canada's balance of trade.

Coupled with Canada's superabundance of metals and minerals and the omnipresence of chemicals in our era, it is hardly surprising that External Affairs and International Trade Canada (EAITC) has in place a group of persons expert in trading these products.

For the resources, metals/minerals, and chemicals sectors, EAITC's Resources and Chemicals Division (TAR) identifies market opportunities for Canada's suppliers, relays market intelligence to Canadian industry, and promotes Canadian products abroad to expand our market share wherever possible.

How does TAR do all this?

TAR works closely with industry associations interested in promoting their members' production to external markets. Regular consultations are key to keeping TAR in the know.

Associations such as the Canadian Manufactured Homes Institute, Canadian Sphagnum Peat Moss Association, Canadian Ceramics Society (CCS), and the Society of the Plastics Industry of Canada (SPI) provide invaluable information on the export capabilities of their members.

In this way, TAR is kept up to date on domestic industry trends and, often with the assistance of EAITC's Program for Export Market Development (PEMD) funding, can develop and implement specific marketing plans.

Equally important is TAR's collaboration with other government departments. Industry, Science, and Technology Canada (ISTC), Energy, Mines and Resources (EMR), Forestry Canada and the National Research Council (NRC) all figure prominently in maximizing TAR's effectiveness in the

assessment of Canadian industry's needs and in determining its export capabilities.

For example, TAR is now collaborating with ISTC in the formation of a council to assess building industry requirements for export promotion assistance.

In order for Canadian industry to remain competitive and be able to sell its production of resources, metals and minerals and chemicals abroad, it must have access to foreign market information.

To that end, TAR is plugged into the best source of international trade information available to Canadians: EAITC's network of posts and missions abroad.

This network, which communicates with TAR and all trade divisions of EAITC, provides market climate and opportunity data available from no other source.

Reciprocally, TAR constantly updates World Information Network (WIN) database so that Canada's posts can respond immediately to foreign firms' requests for the supply of resources or chemicals.

The WIN database consists of records of over 30,000 Canadian companies, their products and capabilities, their current export activities and markets of interest.

TAR's role in assisting small- to medium-sized firms to begin exporting and to diversify their export markets goes beyond information gathering and paper work: TAR is no stranger to trade fairs and missions around the world.

Every year, TAR organizes and participates in a wide variety of promotional activities. These activities include trade shows focussing on building products (Interbuild-UK, Saudibuild-Saudi Arabia), chemicals, plastics and advanced materials (Stockholm Technical Fair), high technology products (Canadian High Tech Products Show-Seoul), ceramics (Ceramic Tile Show-Los Angeles), and veterinary pharmaceuticals (Foire International-Bucharest). Missions for New Exporters Over-

seas (NEXOS) are becoming more frequent as their educational value is realized by Canadian exporters. Last year, 16 firms travelled to London and Birmingham, England, to participate in export seminars and the Interbuild trade show. Missions such as this one are a great first step in determining whether you're ready to take the export plunge.

John Lang, Deputy Director of TAR, reports that in follow-up conversations with the participants to the UK mission, some had decided they were not yet ready to export to that market. Others had since returned on numerous occasions to finalize sales arrangements.

As in the case of this NEXOS mission, TAR places highest priority on export promotional activities for producers of value-added products.

In each sector, TAR focuses on the following products:

- **Forestry Sector:** Resource-based products such as window frames, stair parts, panelling, pre-fabricated housing and hardwood flooring exemplify the type of processed items which can readily find market acceptance abroad.
- **Metals and Minerals Sector:** Sophisticated industrial materials such as ceramics and resource-based products such as tile are good Canadian export prospects.
- **Chemicals Sector:** In the chemicals field, advanced pharmaceuticals and biologicals, fertilizers and thermo-plastics are prime candidates for export promotion and licensing of production abroad.

TAR has produced Canadian industry synopses for these products and innumerable others including: peat, forest products, sulphur, copper, graphite, aluminum, gypsum, granite and innumerable metals and minerals.

For copies of these industry synopses, or for further information on how TAR assist you, contact Resources and Chemicals Division (TAR), EAITC. Tel.: (613) 996-3436. Fax: (613) 995-8384.