

Statement  
Minister for  
International  
Trade



Discours  
Ministre du  
Commerce  
extérieur

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REMARKS BY THE  
MINISTER FOR INTERNATIONAL TRADE  
JOHN C. CROSBIE  
ANNOUNCING THE WORLD MARKET TRADE  
DEVELOPMENT PROGRAM

OTTAWA

September 29, 1988.

Good Morning Ladies and Gentlemen.

I have asked you here today to officially launch Canada's Export Trade Month with my colleagues Messrs. Jim Taylor of the Canadian Exporters Association and Roger Hamel of the Canadian Chamber of Commerce and to announce the World Market Trade Development Program.

Creating more jobs for Canadians by strengthening Canada's strategic trading position and upgrading our export performance is a key priority on this government's agenda. In 1985, the Prime Minister publicly committed the Government to work towards a Trade Strategy for Canada, and this was endorsed by the First Ministers.

The three main objectives are: improved trade competitiveness, strengthened access to foreign markets, and more effective international marketing. This Trade Strategy laid the foundation of our two-track approach: the Free Trade Agreement and active participation in a new round of multilateral trade negotiations.

Export trade helps generate over a third of Canada's annual Gross Domestic Product. In 1987, Canada exported products and services valued at \$144 billion, to the benefit of all regions.

More than 75% of these goods went to the United States. We have, as you know, taken a crucial step to secure and enhance that vital segment of our trade with the conclusion of the Canada - U.S. Free Trade Agreement. It is an example to the world of the mutual benefits that can be derived from trade liberalization. The FTA is a great accomplishment and we are striving to ensure that it is complemented through a successful outcome of the Multilateral Trade Negotiations.

To focus national attention on the critical importance of export trade to the overall health of the Canadian economy, and to highlight some of the major trends in the international marketplace, October has been designated Canada Export Trade Month since 1983.

Its specific objectives are threefold: (1) to heighten awareness of the opportunities and benefits of international trade; (2) to give public recognition to companies that have excelled in exporting; and (3) to familiarize new exporters and export-ready companies with comprehensive programs and services to help them develop and realize their export potential.

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The World Market Trade Development Program is designed for business to improve access to key markets around the world and forms an essential element of the Government's trade development policy. I am pleased to announce that the government will allocate an additional \$57 million to new trade promotion activities over the next five years.

The program will concentrate on small to medium sized businesses and will be delivered regionally in cooperation with industry associations such as the Canadian Exporters Association, the Chambers of Commerce and the new International Trade Centres.

As the success of the new strategy grows, it will confirm the growing confidence of the private sector that it is able to succeed in Canada's export markets.

The following are specific elements of the new export promotion strategy.

#### THE UNITED STATES

- Funding a series of new trade missions under the highly successful "New Exporters to Border States" (NEBS) program. This will allow the Department of External Affairs to meet rapidly growing demand for services under NEBS, which focuses on courses for exporters that "walk through" U.S. customs clearance procedures.
- Introduction of a new program, "New Exporters to the U.S. South" (NEXUS), to take exporters already successful in the Northern U.S. to the south-eastern or south-western states. The purpose is to increase overall penetration and raise the level of Canadian activity in these areas.
- Funding an expanded program of trade promotion events such as incoming buyers missions and trade fairs, which are the key to introduction of new products, establishing representation and transacting large sales.
- Undertaking sector-by-sector studies to identify and analyse new business opportunities.
- Providing financial support to Canadian industry associations to assist in their efforts to develop sector-specific export strategies.

- Assistance to Canadian suppliers in their efforts to penetrate the \$225 billion U.S. public sector procurement market through briefings to Canadian industries in all provinces, and through demonstrations of Canadian capabilities to U.S. public sector purchasers.
- Opening new Trade Satellite Offices in major U.S. cities to provide closer proximity of trade offices to important markets. Sites will be chosen among areas identified as important growth centres with significant potential for Canadian industry.

#### ASIA/PACIFIC AND WESTERN EUROPE

- New Exporters to Overseas Markets (NEXOS) Program -- This program will diversify markets by identifying companies currently exporting only to the U.S. and assist them in selling to overseas markets. Utilizing the Department's computerized WIN Exports system to identify companies with market interests overseas, DEA will provide an enhanced level of service to exporters.
- Export Opportunities Workshops -- As suggested by the International Trade Advisory Committee and by Canada Export Award winners, a series of workshop sessions by business people to explain the benefits and the "how-to" of entering export markets.
- Multi National Enterprises Global Procurement Program -- This program will assist Canadian operations of multinational corporations to enter export markets by utilizing their corporate linkages to introduce their suppliers to parent or sister organizations in other countries. Intracorporate transfers among multi-national corporations account for approximately 25-30 percent of trade world-wide and 60-70 percent of Canada-U.S. trade.
- New Opportunities Marketplace -- This program is keyed to specific industrial sectors of high potential, and will bring federal trade commissioners from key market areas to Canada for one-on-one interviews and plant visits with potential exporters from these sectors.
- Canadian Trade Fair Visits -- A program, to bring key buyers from abroad to visit trade fairs.

- Trade Fairs -- Resources will be used to increase Canadian participation in high priority trade fairs.
- Investment Development -- Additional resources will be used at missions abroad to promote the post FTA attractiveness of investment in Canada.

As part of **Export Trade Month** I would highlight **Marketplace '88** which will be held in thirty-one centres across Canada and which will provide opportunity for individuals to meet international trade experts, including Canadian trade commissioners from foreign posts. Over 100 trade commissioners from our missions abroad will meet with over 2500 companies to discuss market opportunities world wide.

Finally I would note that on October 3, in conjunction with the Annual Meeting of the Canadian Exporters' Association, **Canada Export Awards** will be presented to companies which, in the judgement of a panel of prominent members of the business community, have demonstrated outstanding performance in selling Canadian goods and services abroad. More than three hundred companies are competing for this award; twelve to fifteen winners will be selected.

"EXPORTS BUILD CANADA" is the slogan for Canada Export Trade Month. It is a message with relevance not only to companies already active in export trade or those contemplating expansion into foreign markets, but to all Canadians.

I would like now to turn to Roger Hamel of the Canadian Chamber of Commerce.