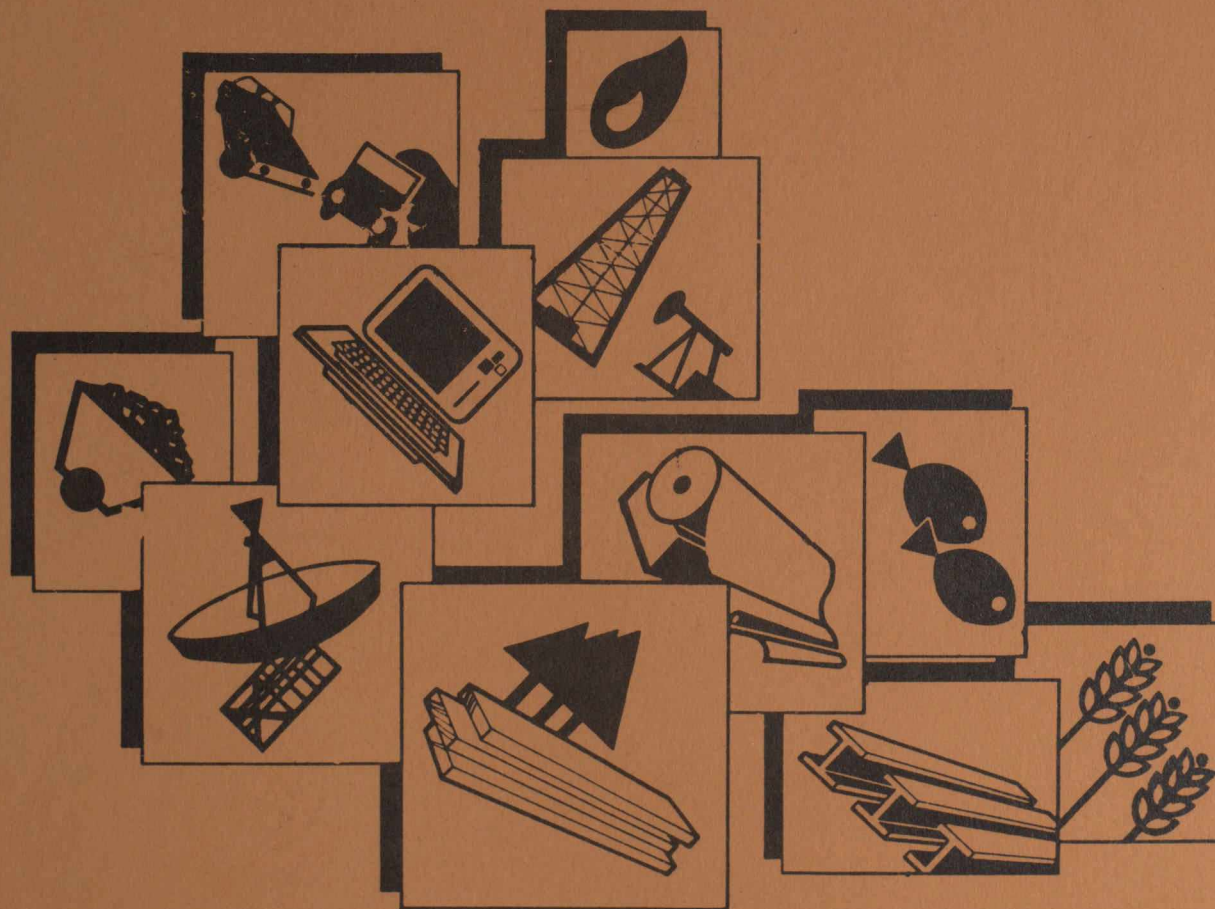




PROGRAMME D'EXPANSION COMMERCIALE ET INDUSTRIELLE

RÉSUMÉ ANNUEL DES ACTIVITÉS ET DES RÉSULTATS

AVRIL 1989 - MARS 1990
(AF 1989-90)



JUILLET 1991

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PROGRAMME D'EXPANSION COMMERCIALE ET INDUSTRIELLE

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AVRIL 1989 - MARS 1990
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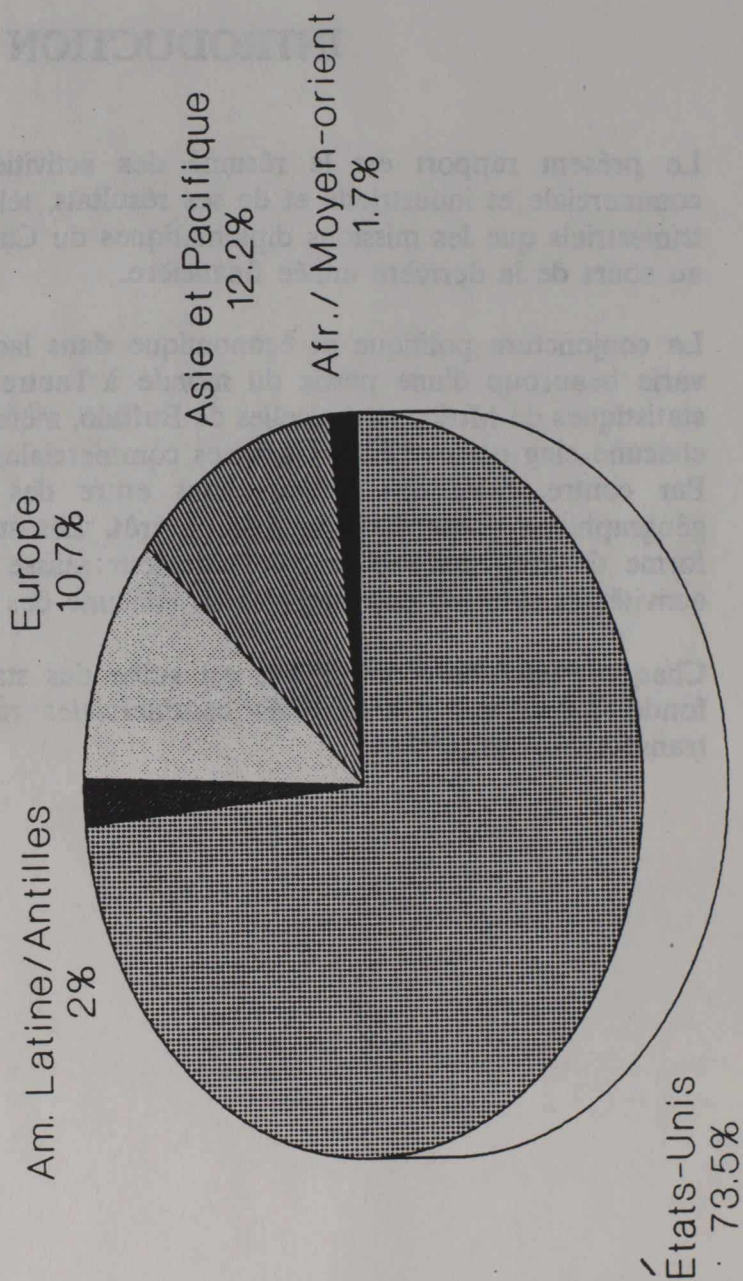
INTRODUCTION

Le présent rapport est le résumé des activités du Programme d'expansion commerciale et industrielle et de ses résultats, tels que publiés dans les rapports trimestriels que les missions diplomatiques du Canada à l'étranger ont présentés au cours de la dernière année financière.

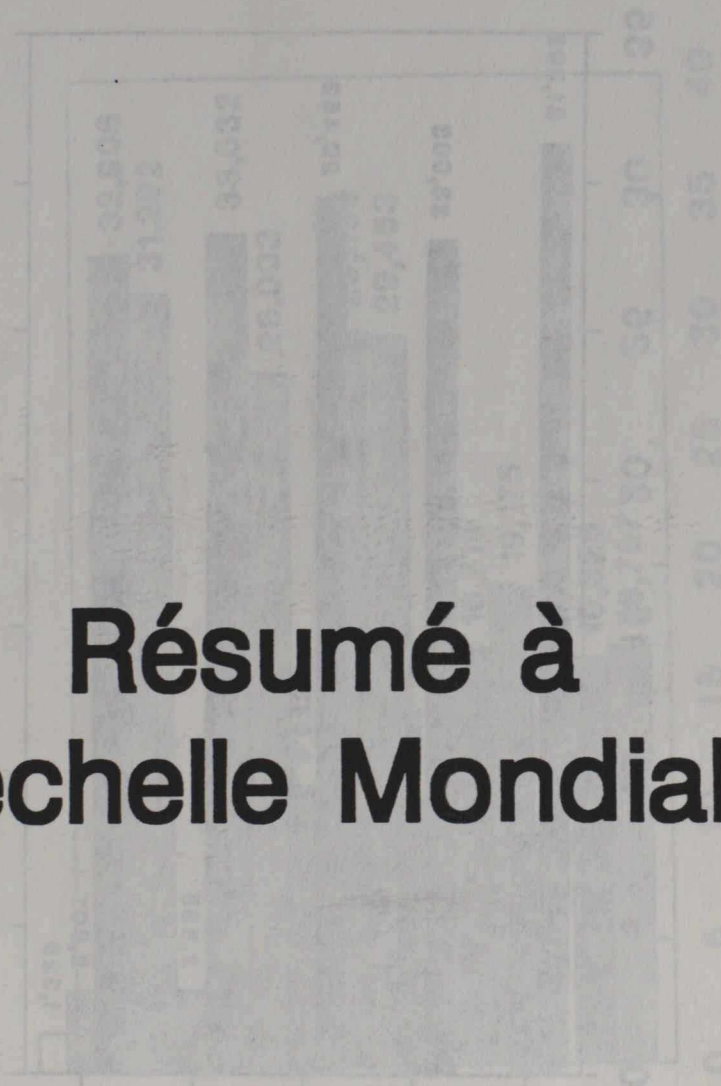
La conjoncture politique et économique dans laquelle se trouvent nos missions varie beaucoup d'une partie du monde à l'autre. Ainsi, tenter de comparer les statistiques de Moscou avec celles de Buffalo, même si ces deux missions comptent chacune cinq postes liés aux affaires commerciales, n'est pas une grande utilité. Par contre, faire des comparaisons entre des missions d'une même région géographique présente un certain intérêt. Les statistiques sont présentées sous forme de graphiques pour que le lecteur puisse avoir un aperçu immédiat des activités et résultats enregistrés dans chacune des régions géographiques.

Chaque présentation graphique est suivie des statistiques sur lesquelles elle se fonde. La valeur des activités commerciales représente la valeur réelle des transactions complétées.

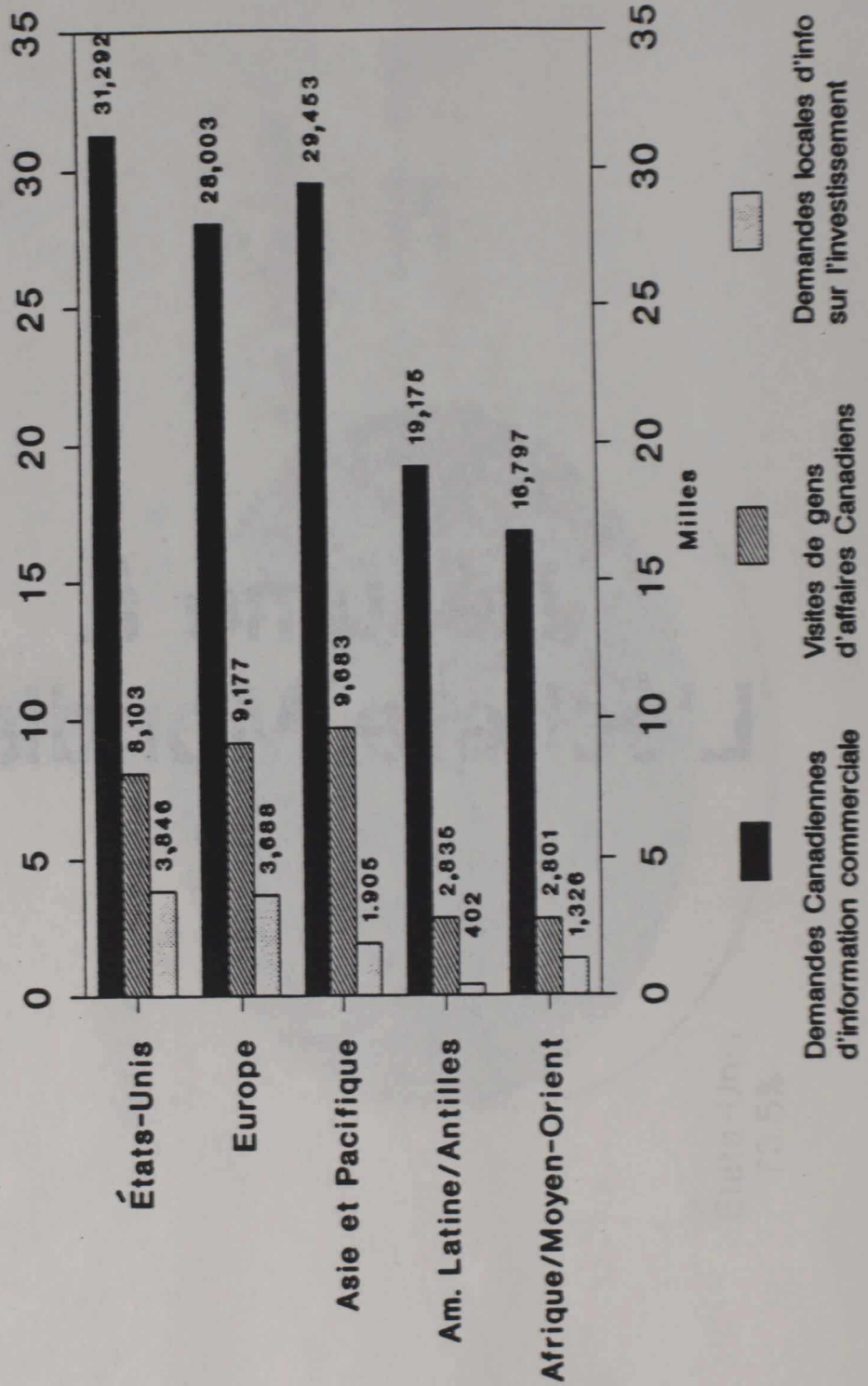
Exportations Canadiennes par région 1989



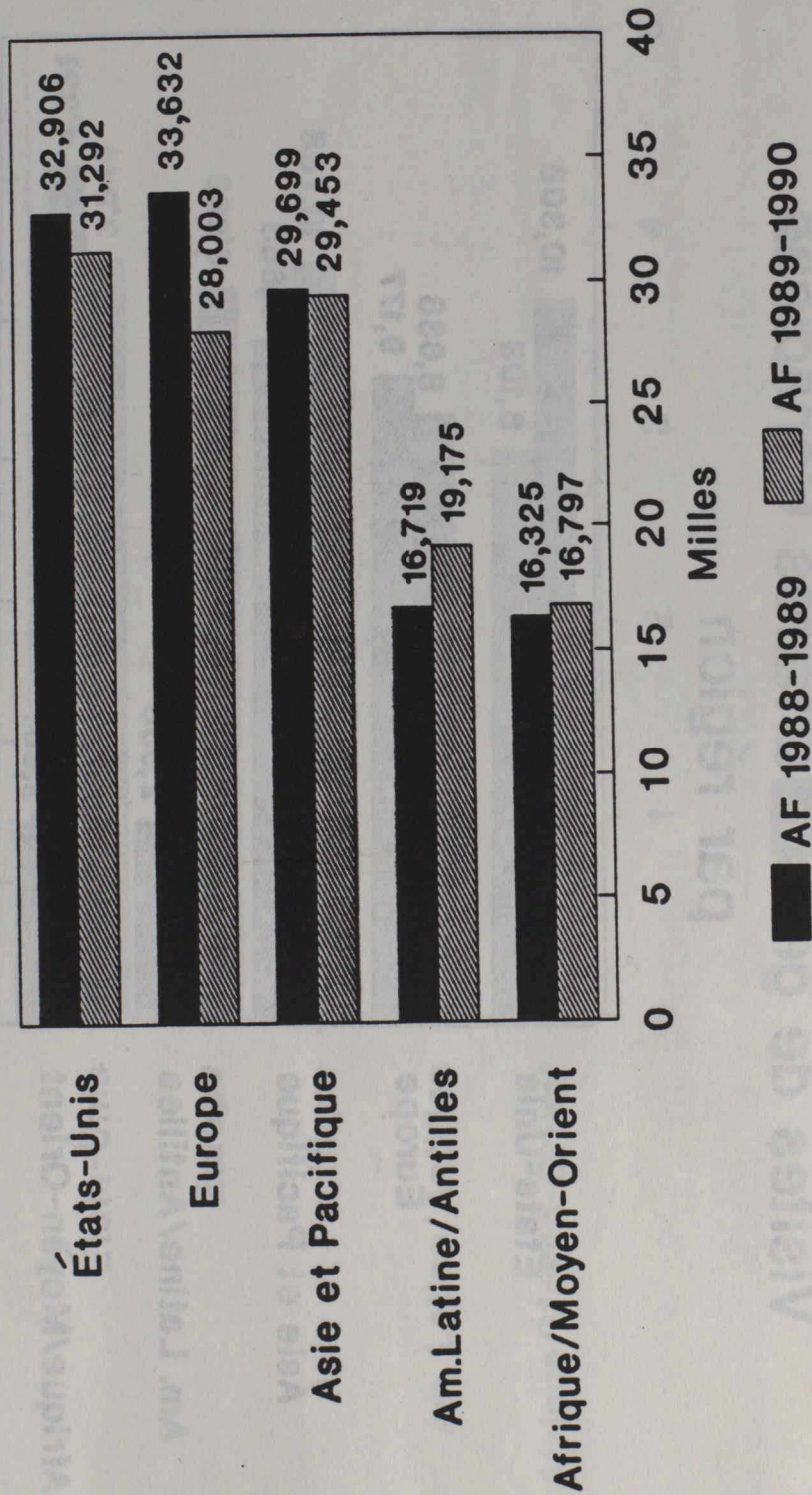
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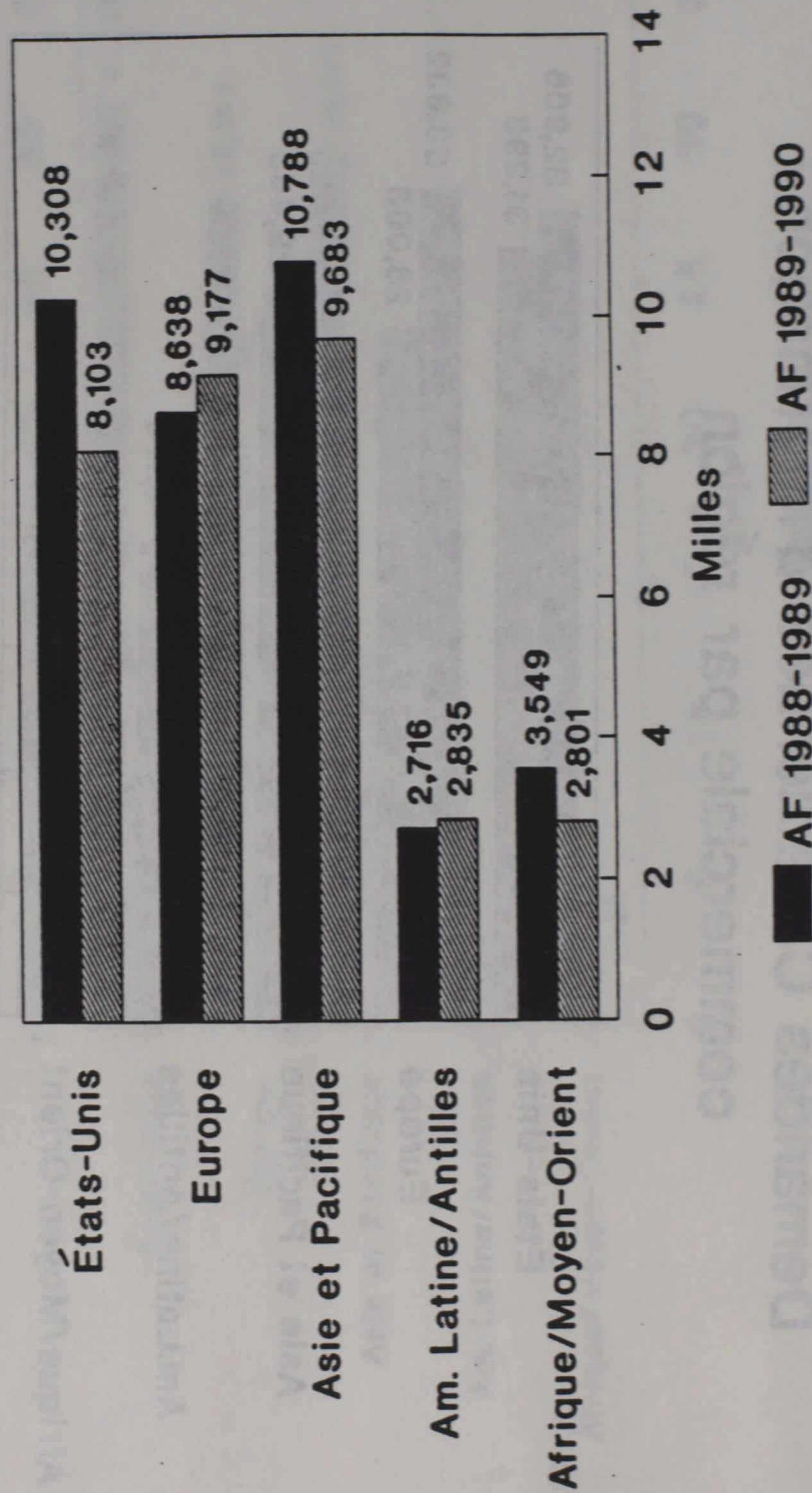


Indicateurs comparatifs de travail Demandes Canadiennes d'information commerciale par région



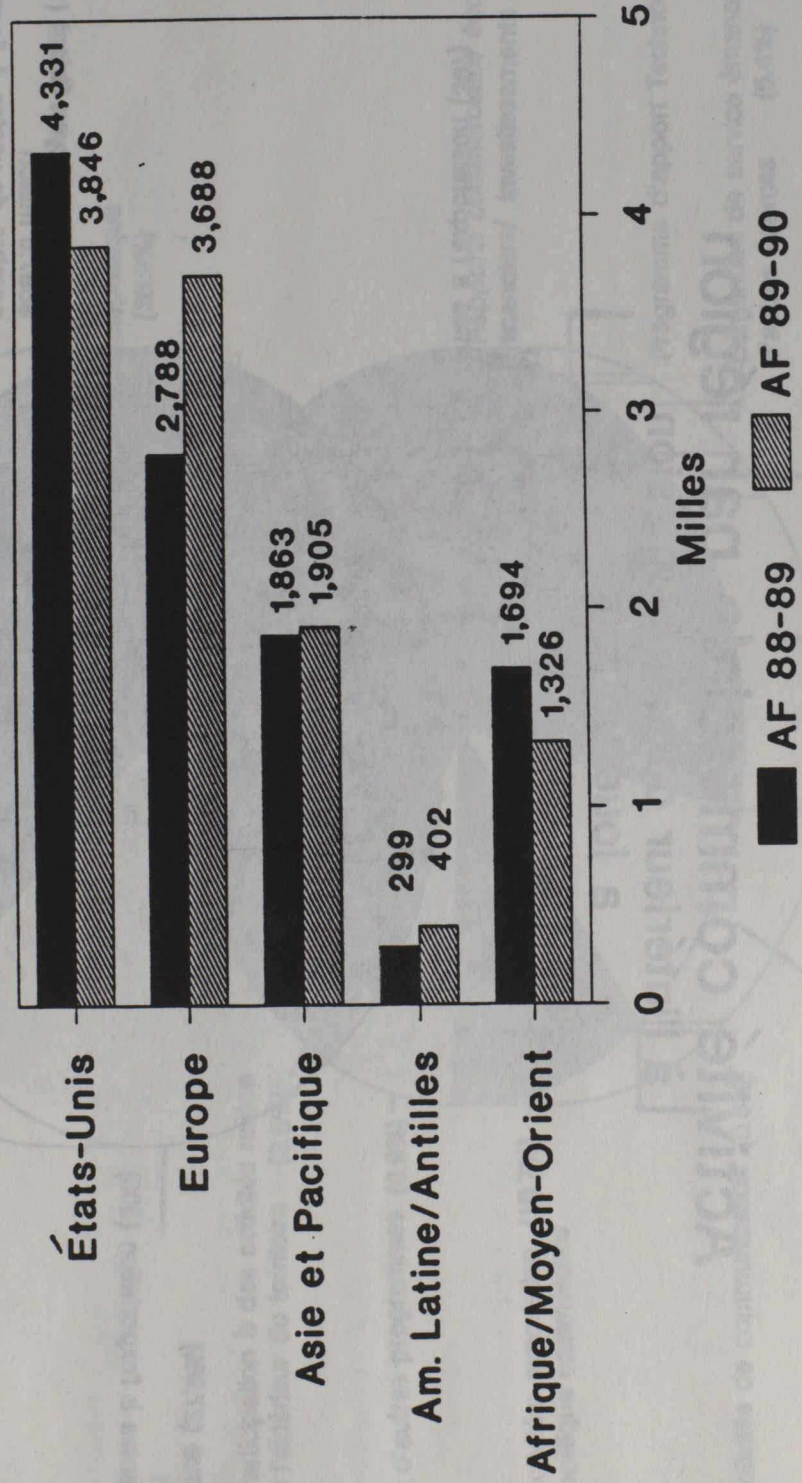
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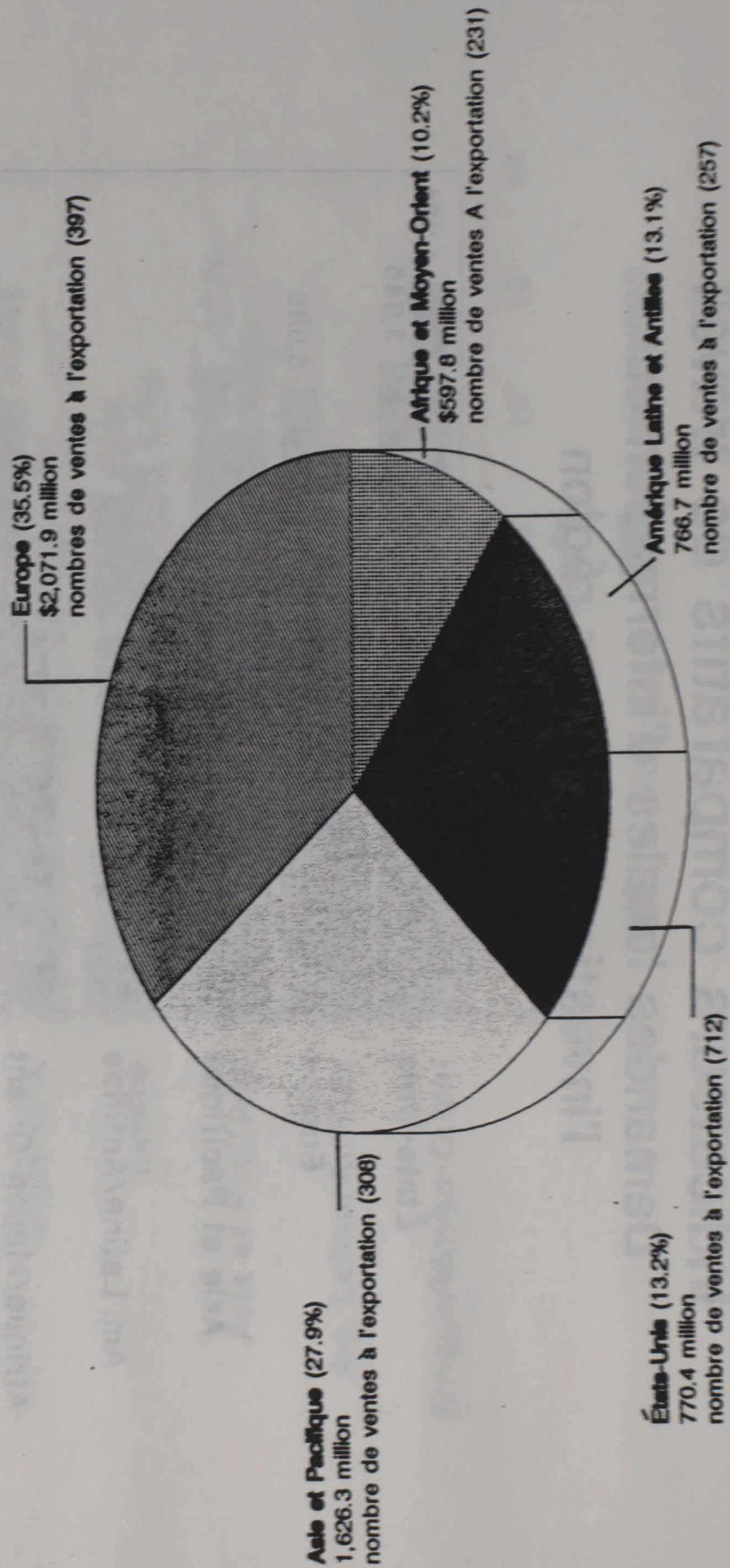


Indicateurs comparatifs de travail

Demandes locales d'information sur l'investissement par région



Activité commerciale par région à l'intérieur duquel la mission a joué un rôle

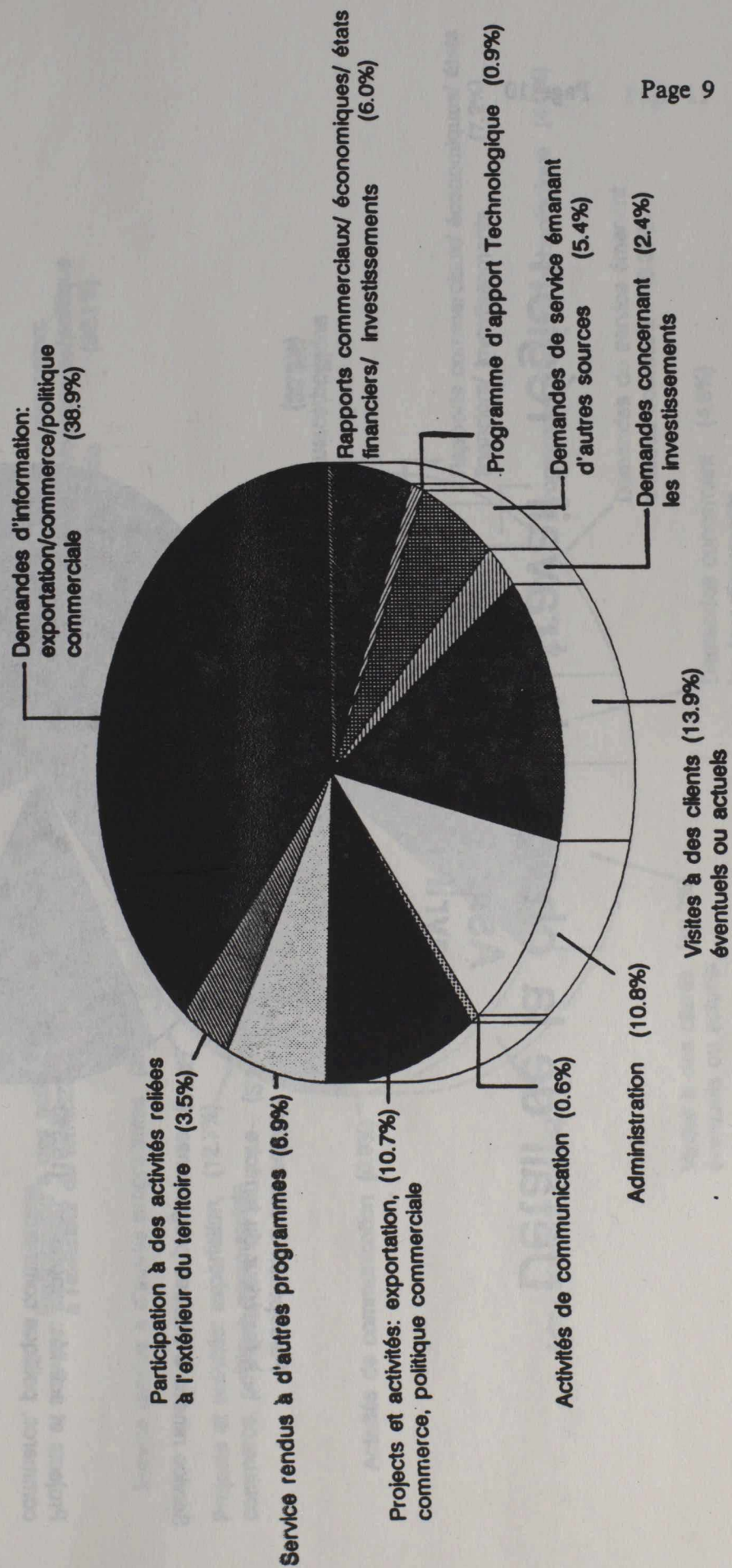


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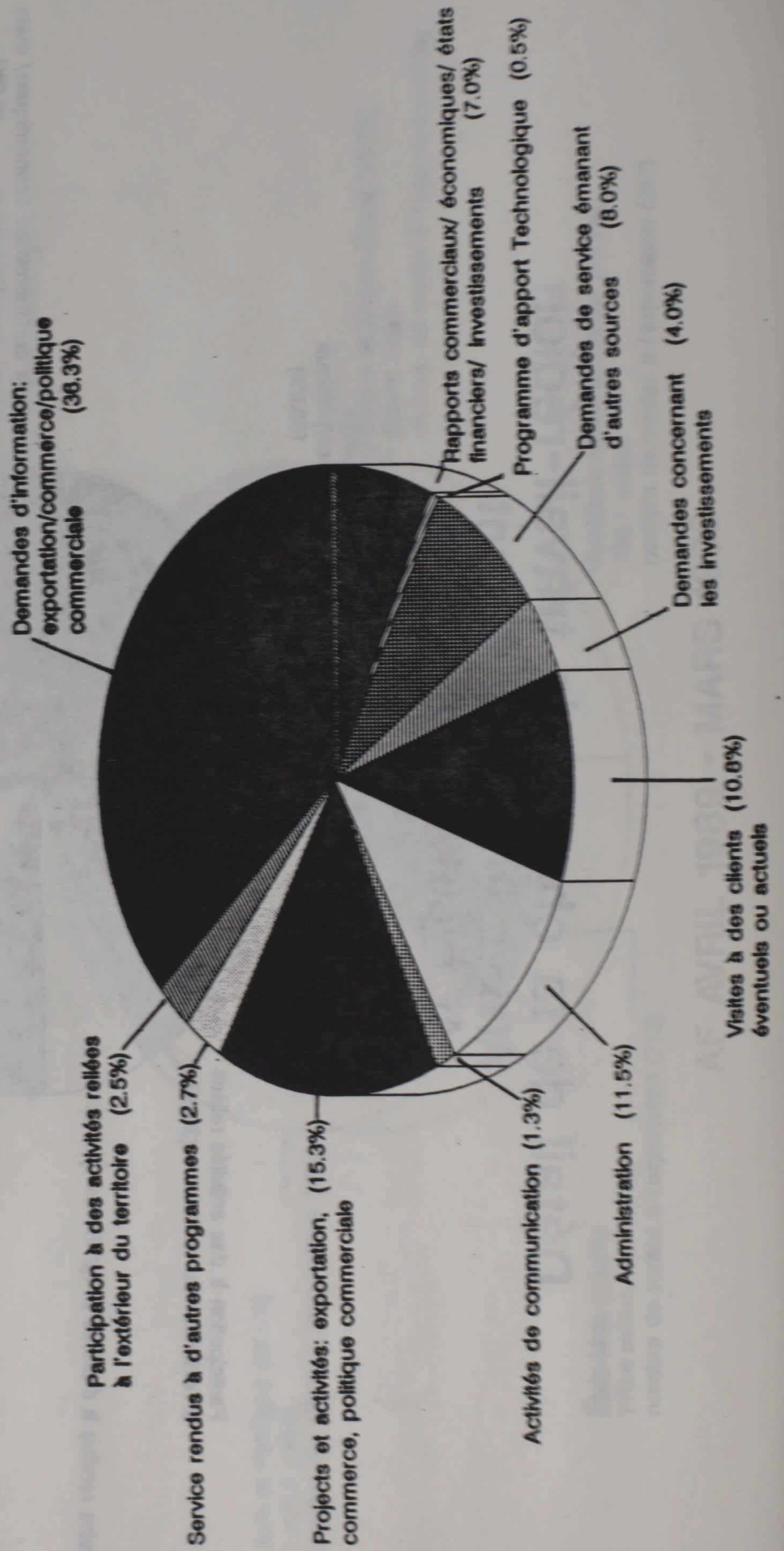
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Afrique et Moyen-Orient

AF avril 1989 - mars 1990

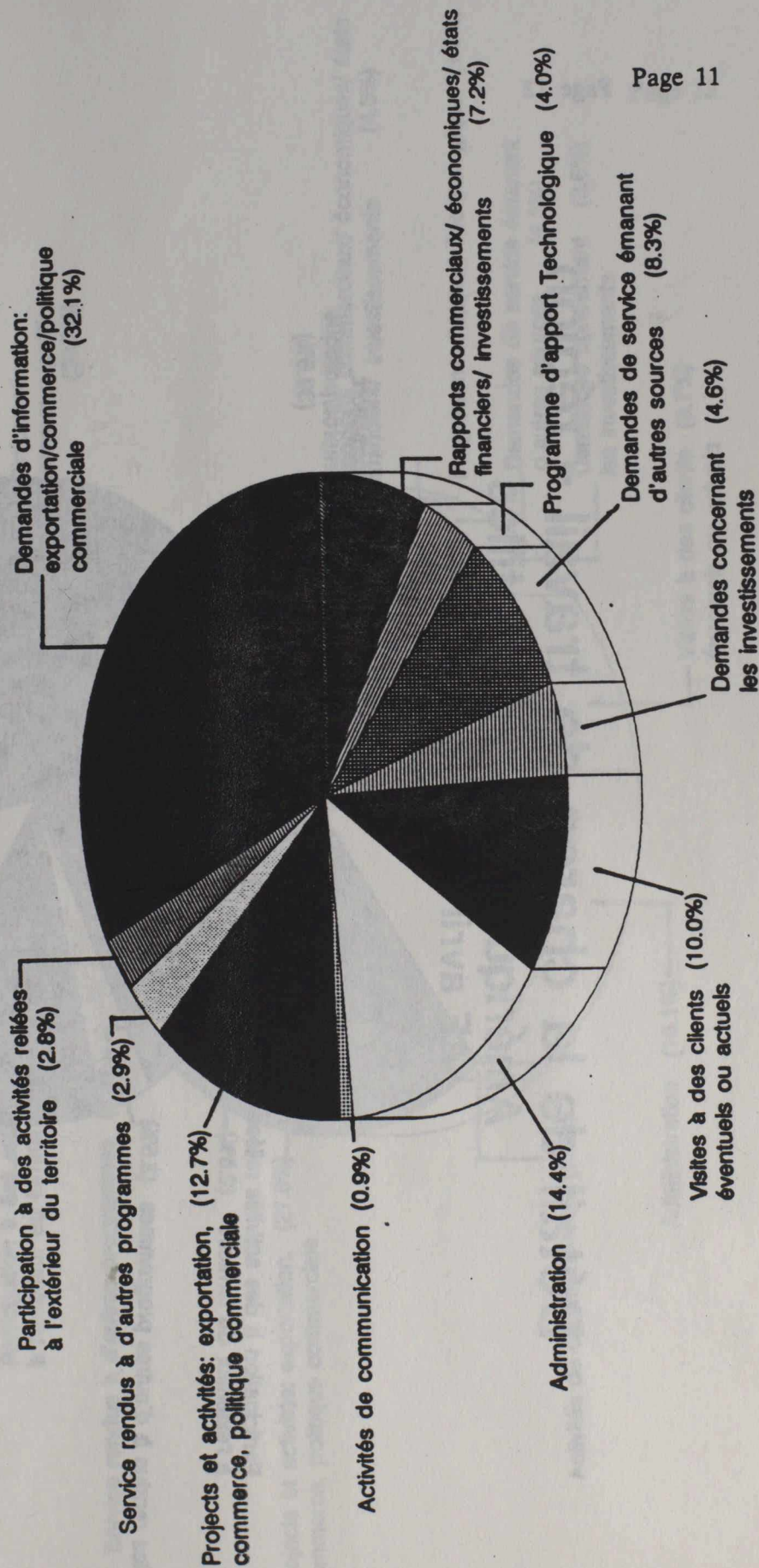


Détail de la charge de travail - région Asie et Pacifique AF avril 1989 - mars 1990

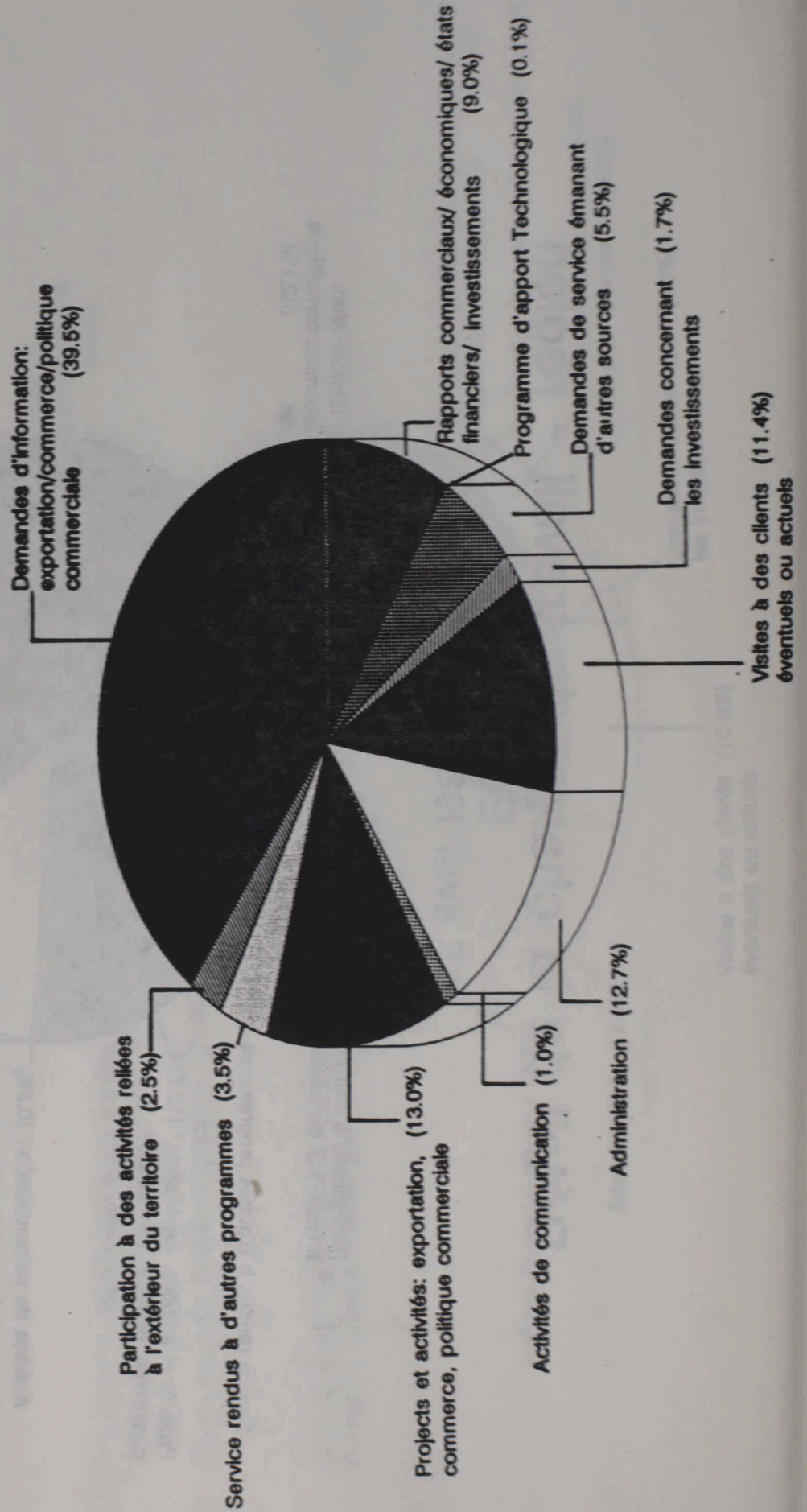


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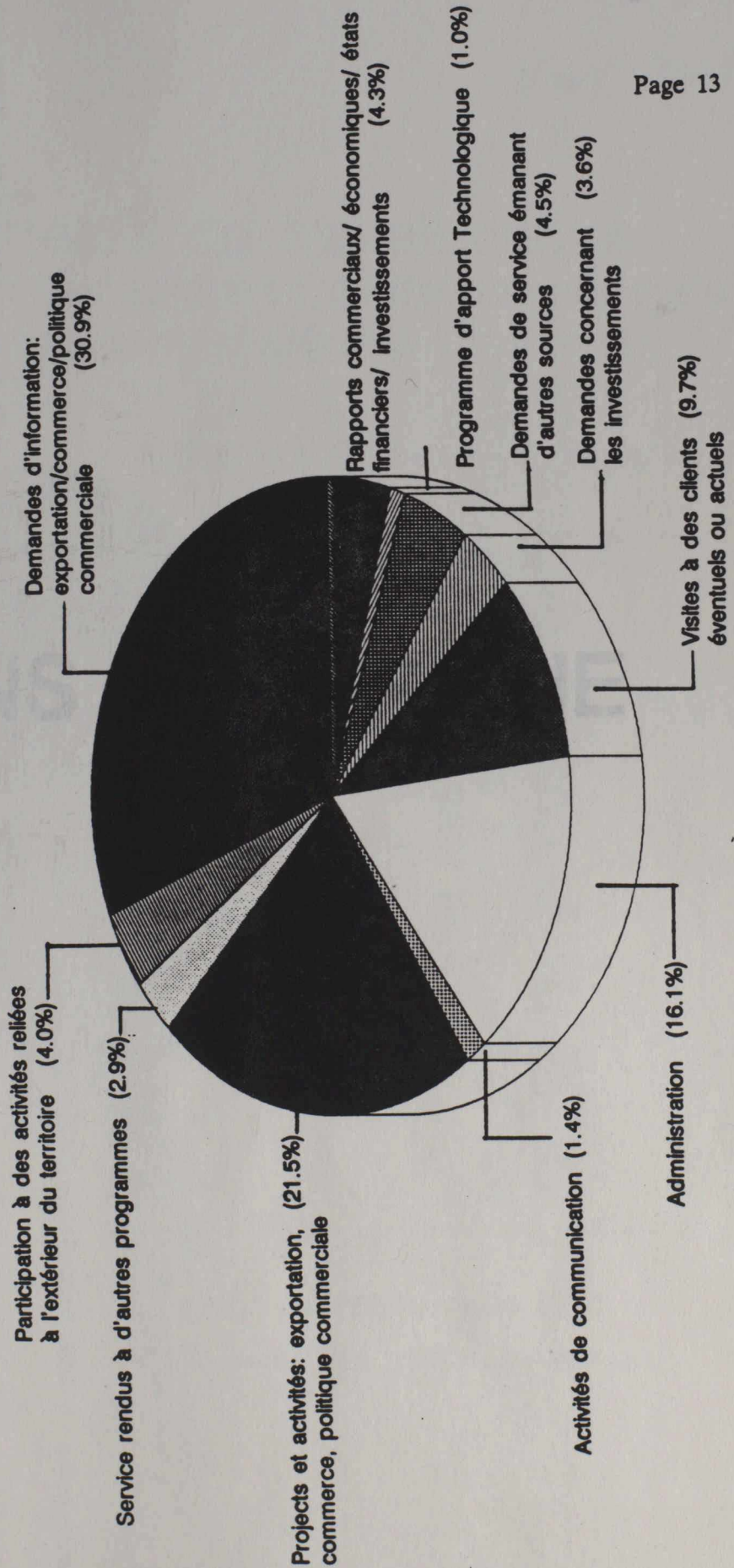
Détail de la charge de travail - région Amérique Latine et Antilles AF avril 1989, - mars 1990



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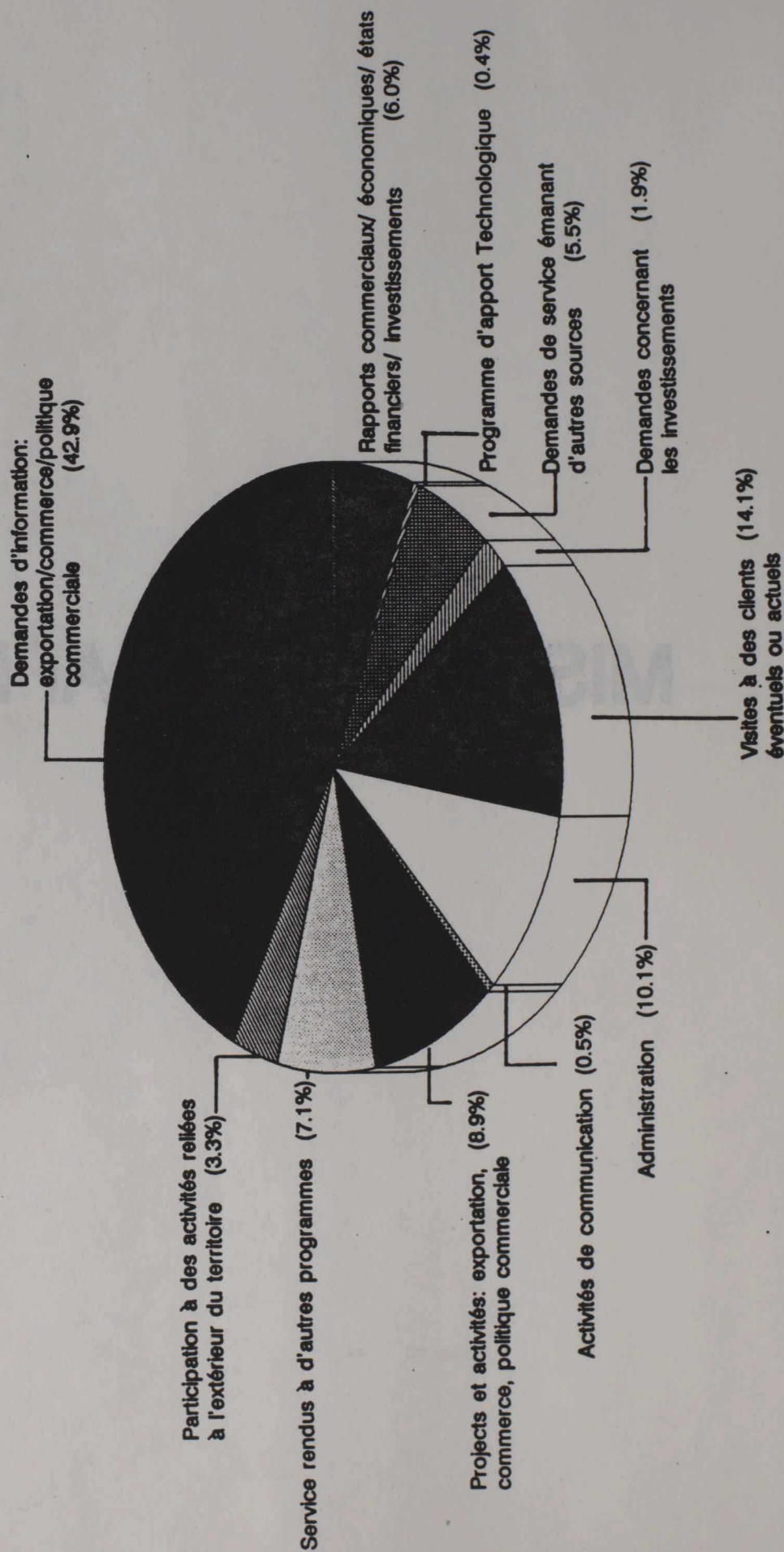
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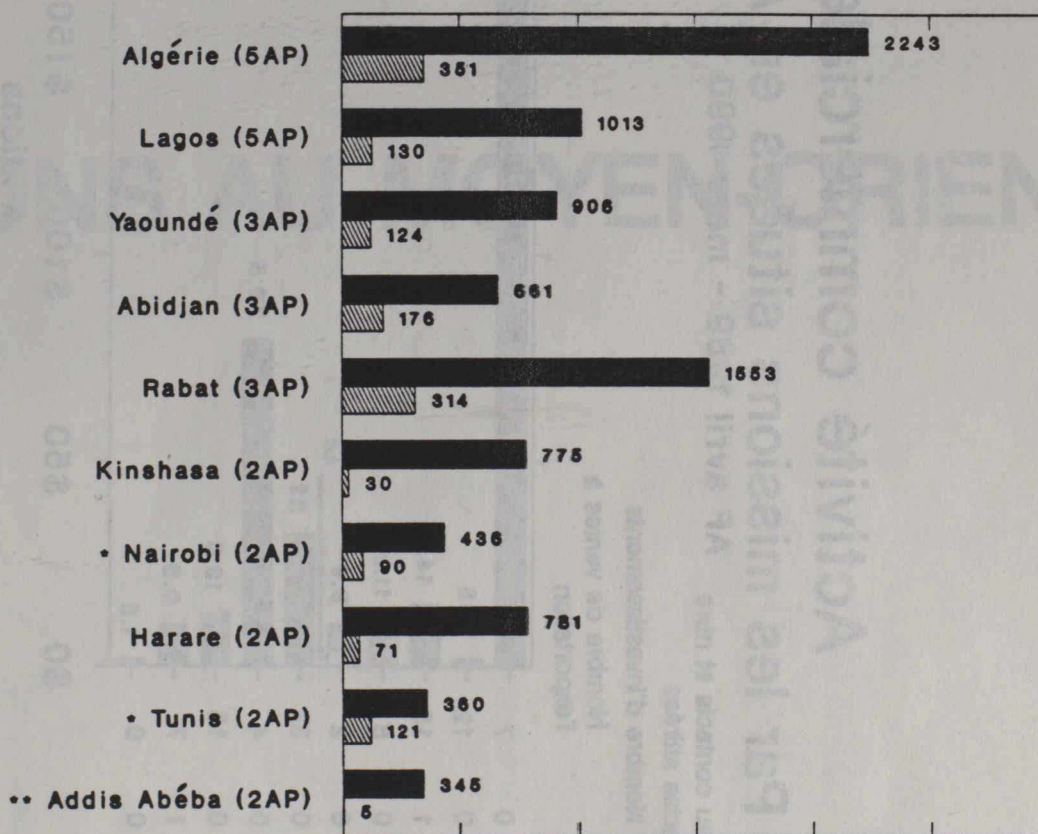


Indicateurs de travail choisis

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Visites de gens d'affaires Canadiens

Missions situées en Afrique



AF avril 1989 - mars 1990

■ Demandes d'info ▨ Visites d'affaires

(AP du programme commercial)
 • 3 rapports reçus sur 4
 •• 2 rapports reçus sur 4

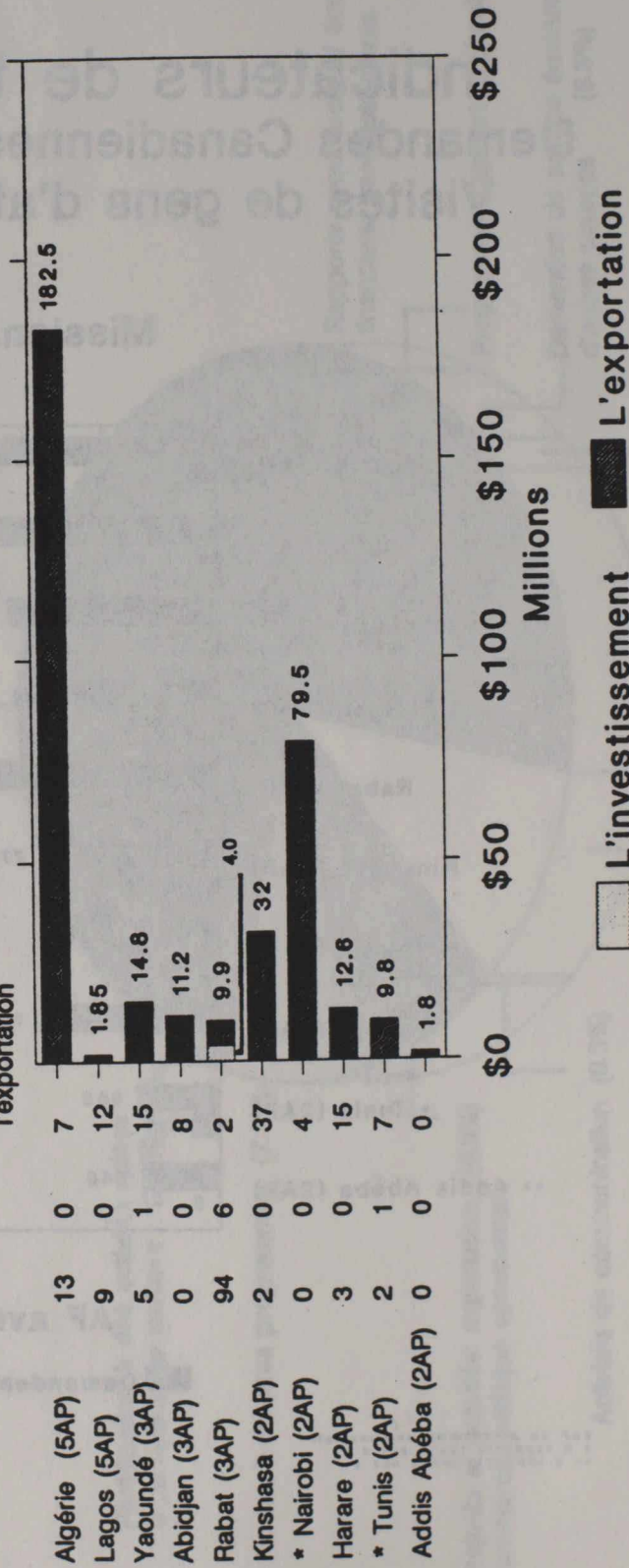
Activité commerciale Par les missions situées en Afrique

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Nombre d'investissements

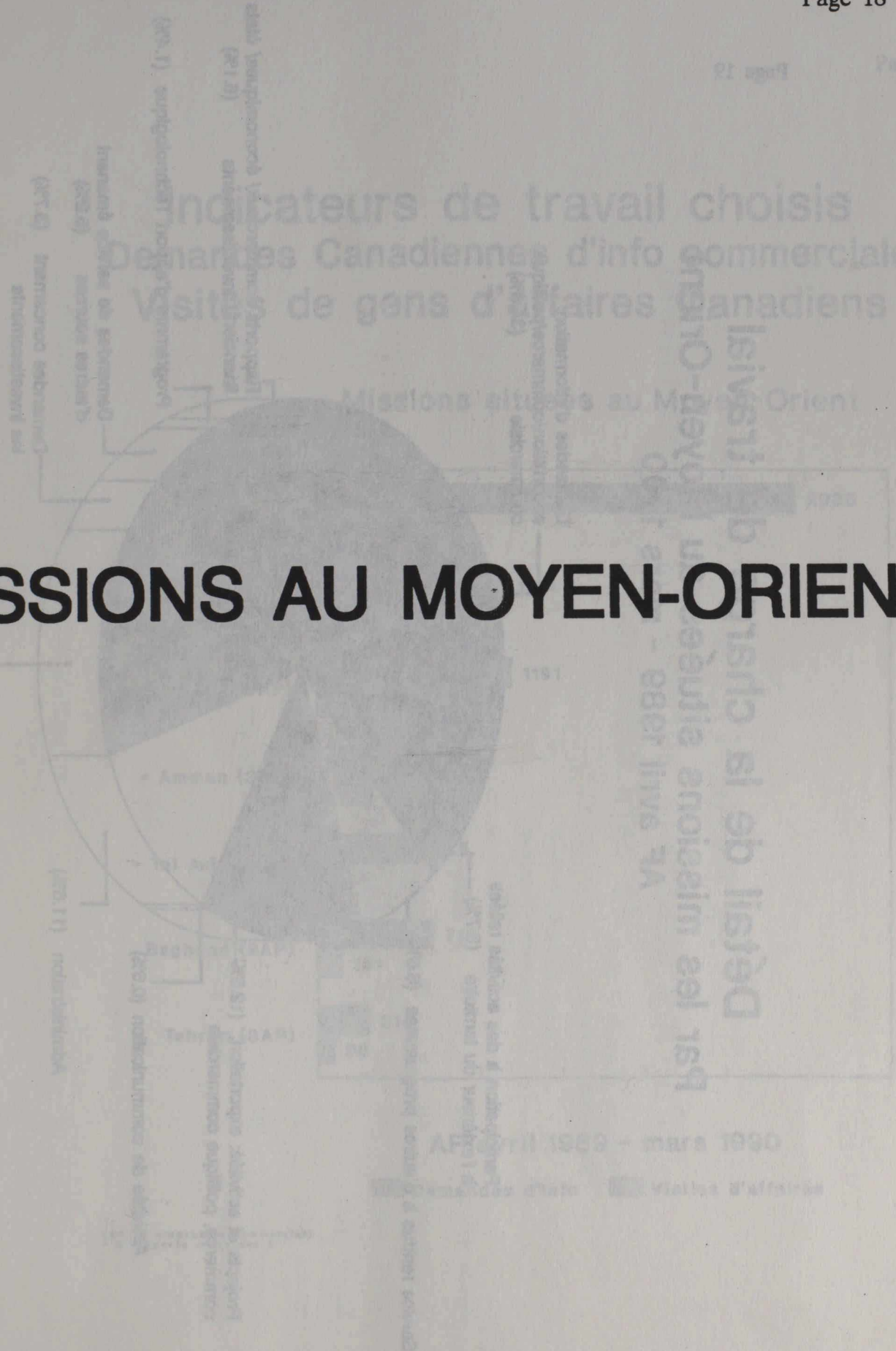
Nombre de ventes à
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(AP du programme commercial)

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- ** 2 rapports recus sur 4

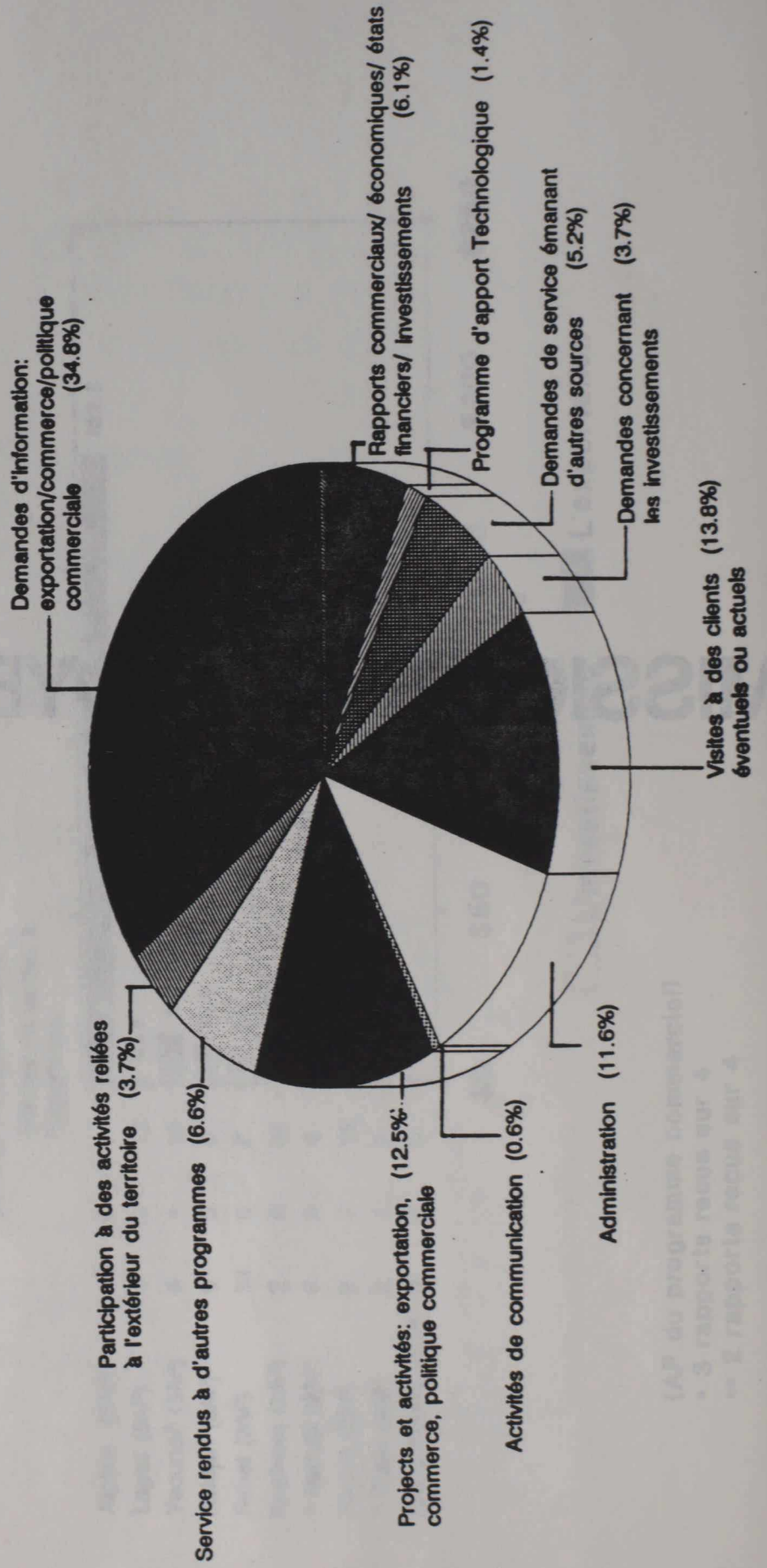
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Détail de la charge de travail

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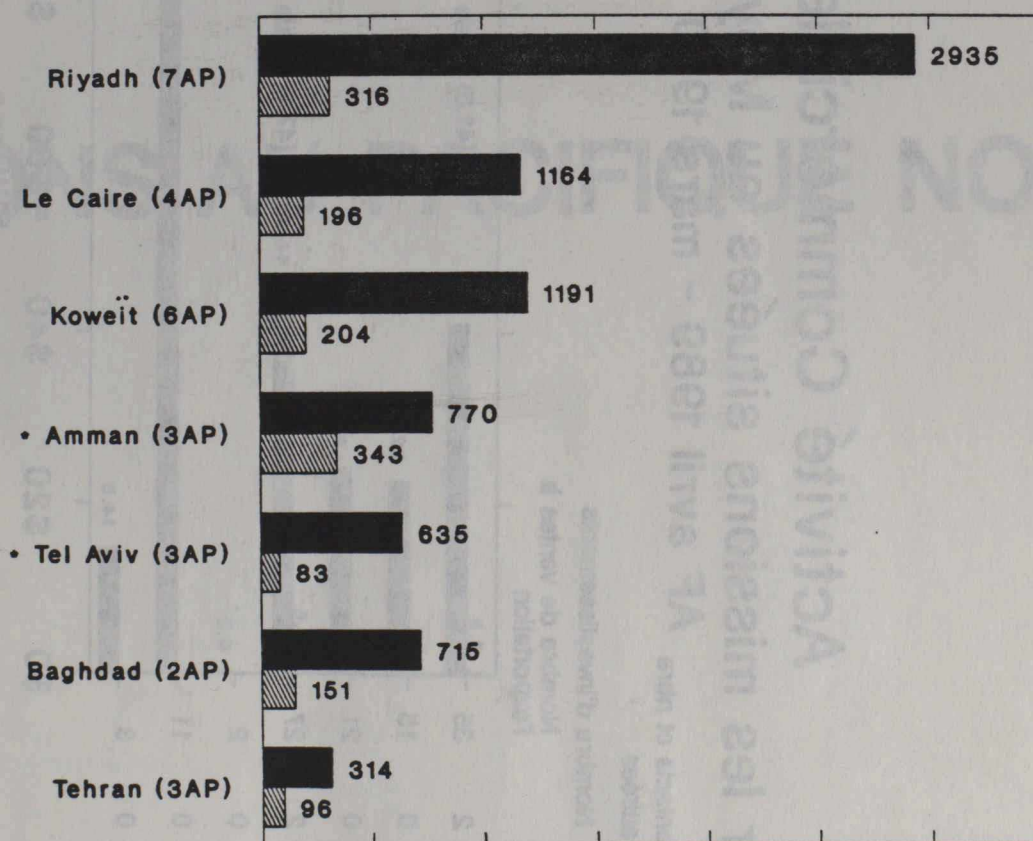


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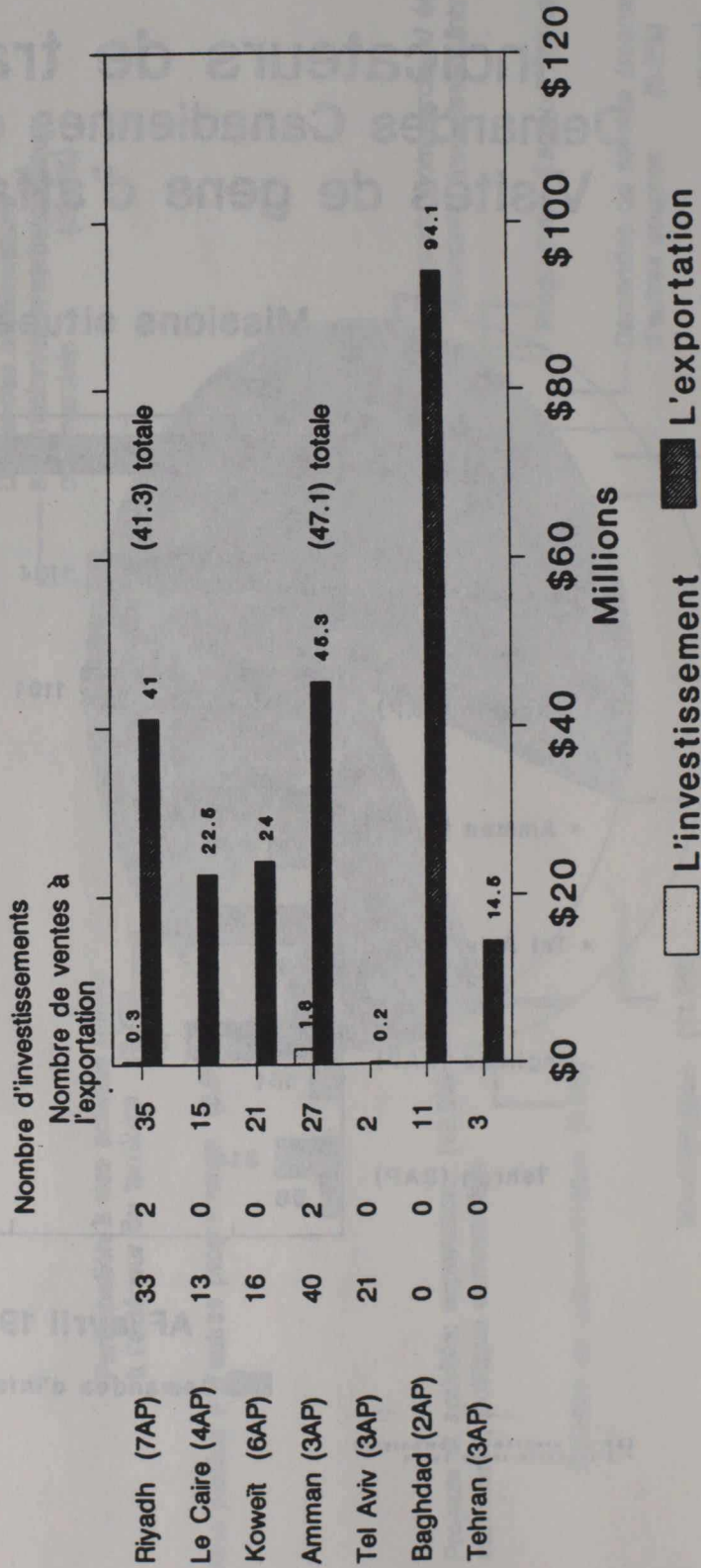
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Par les missions situées au Moyen-Orient

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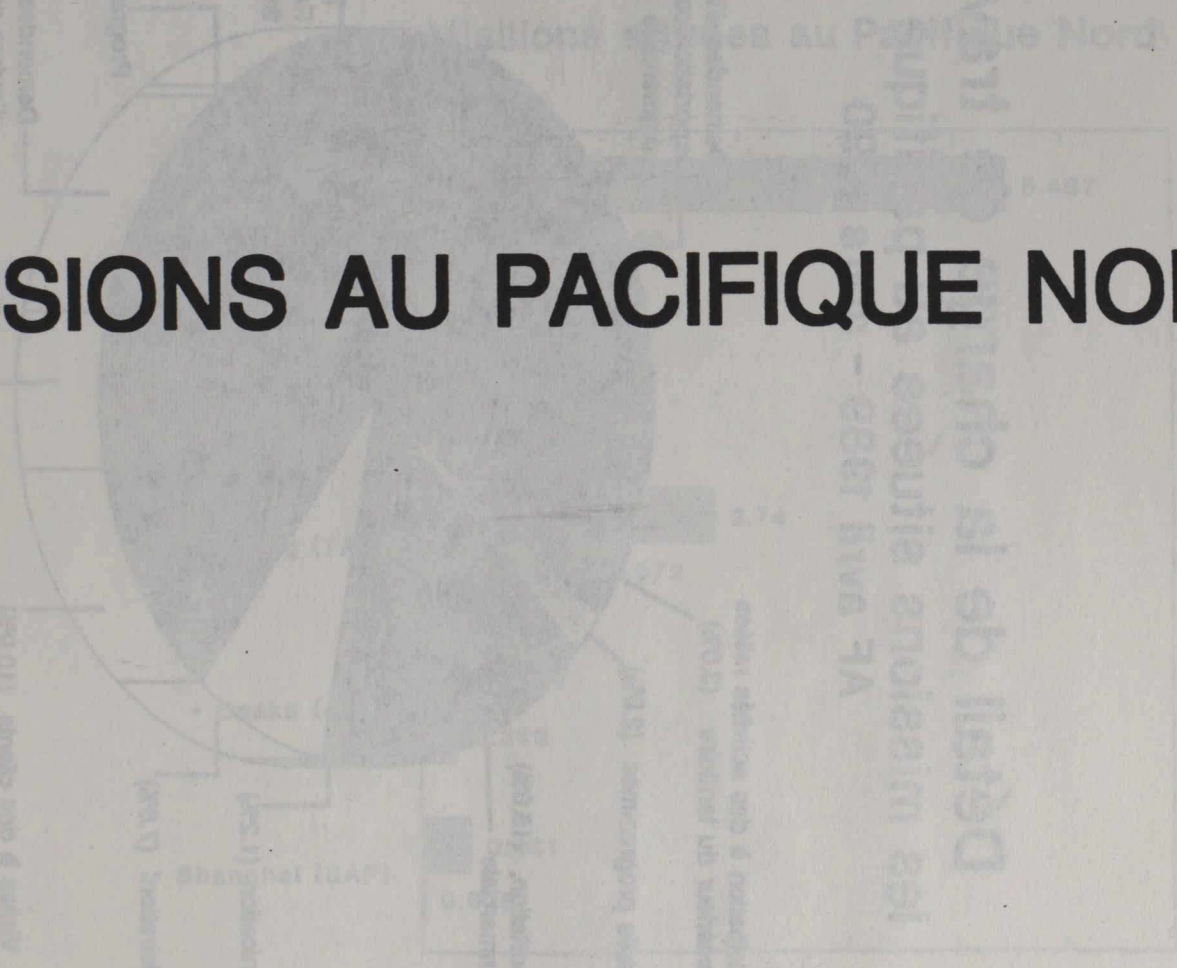
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(AP du programme commercial)

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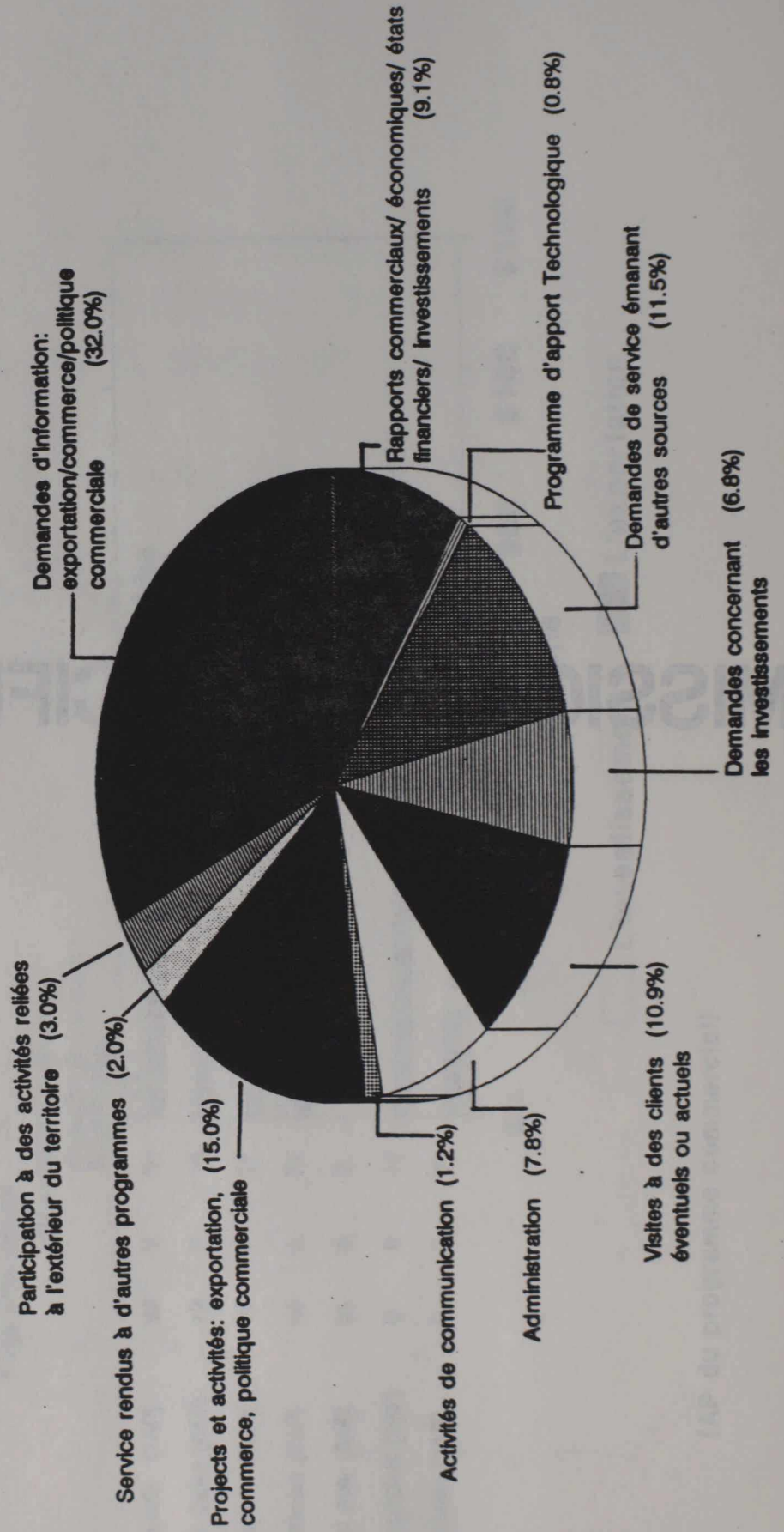
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Échelle 1:100 000
1988

Détail de la charge de travail les missions situées au pacifique nord AF avril 1989 - mars 1990

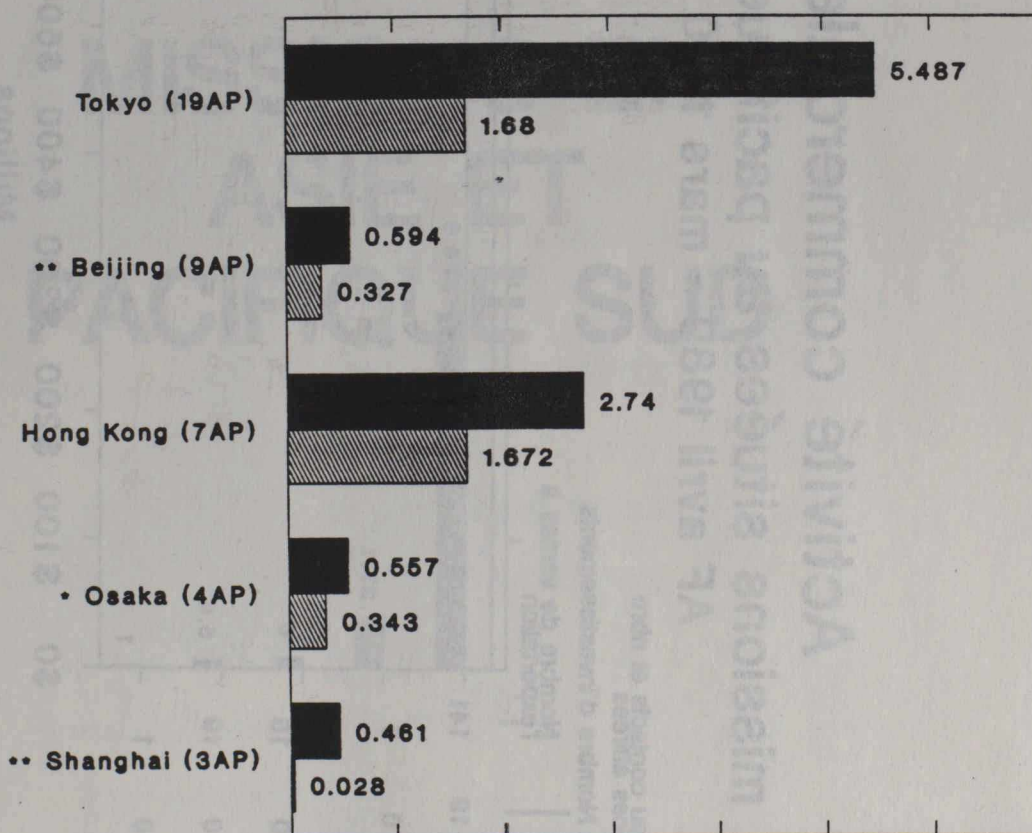


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Missions situées au Pacifique Nord



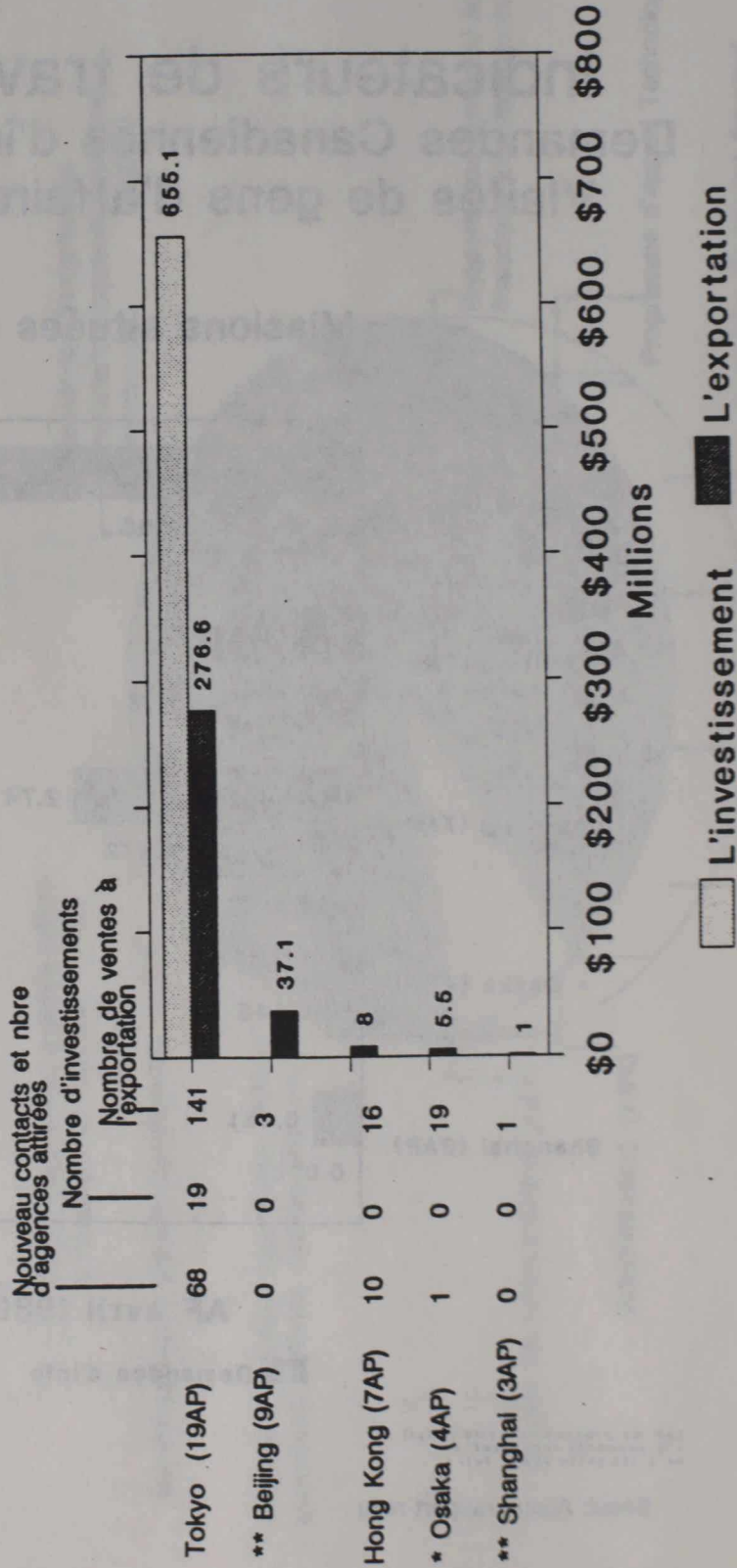
AF avril 1989 - mars 1990

■ Demands d'info ▨ Visites d'affaires

(AP du programme commercial)
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 •• 2 rapports reçus sur 4

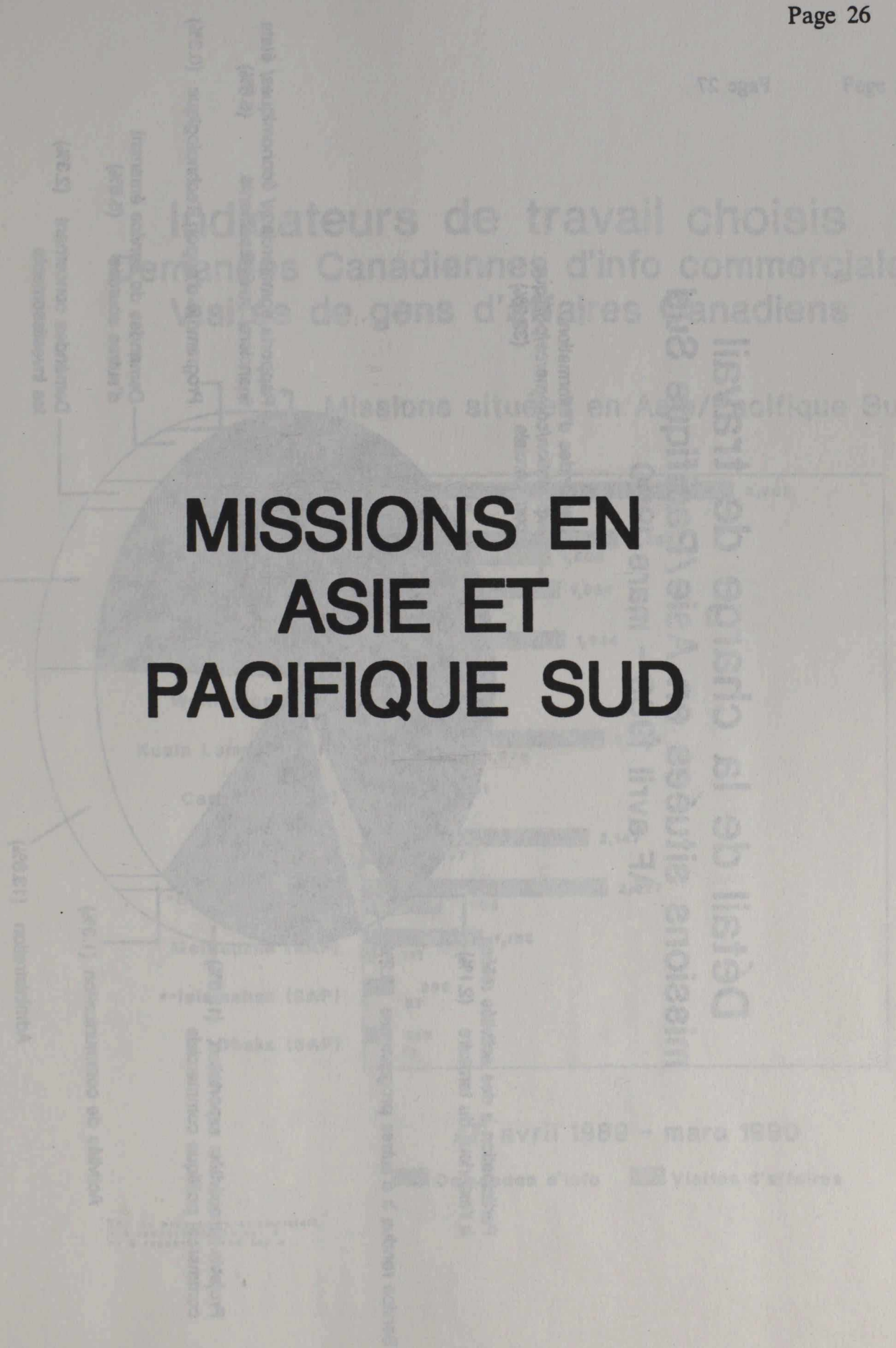
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Activité commerciale missions situées au pacifique nord AF avril 1989 - mars 1990

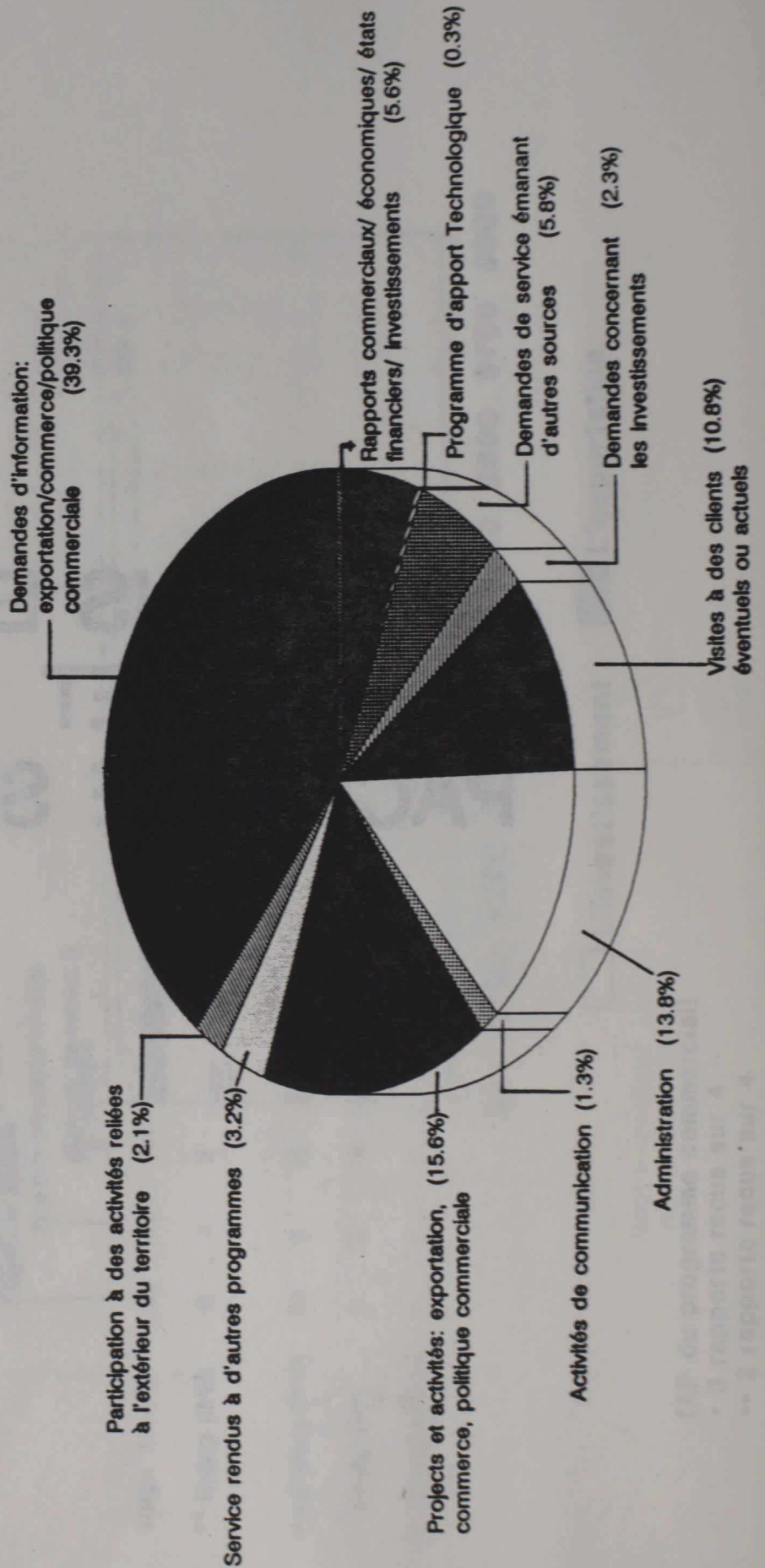


(AP du programme commercial)
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 ** 2 rapports recus sur 4
 Séout: Aucun rapport reçu

MISSIONS EN ASIE ET PACIFIQUE SUD



Détail de la charge de travail missions situées en Asie/Pacifique Sud AF avril 1989 - mars 1990

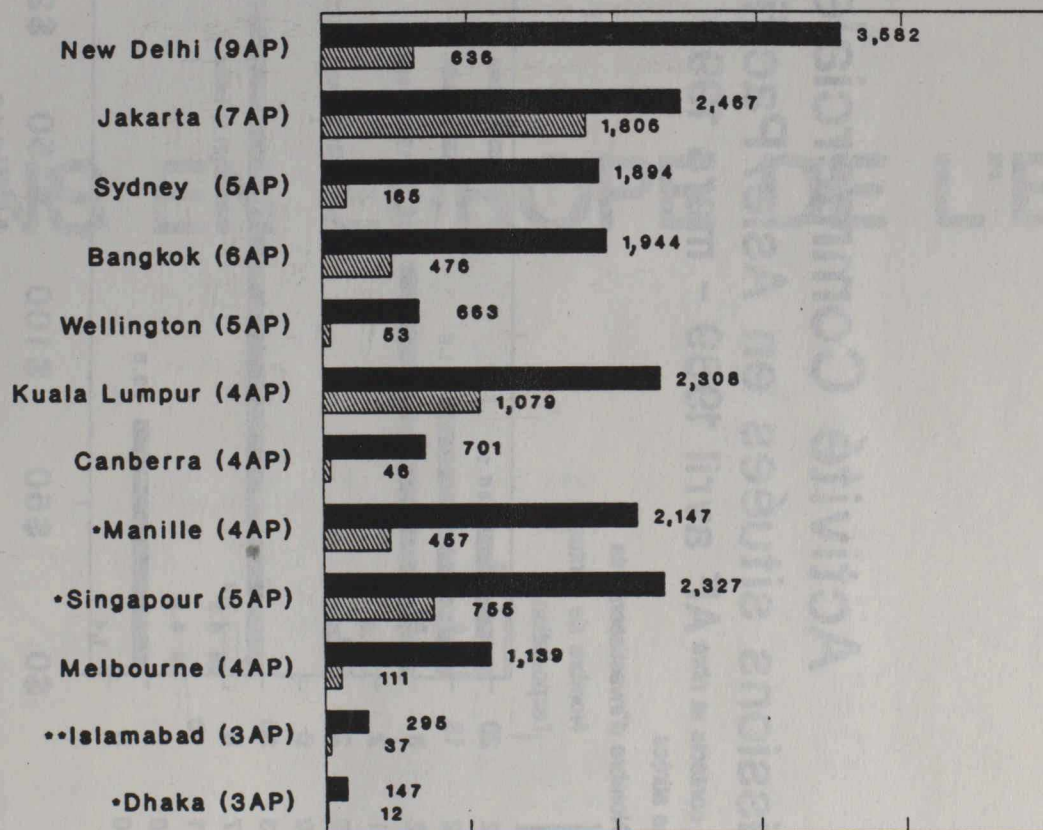


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Demandes Canadiennes d'info commerciale

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Missions situées en Asie/Pacifique Sud



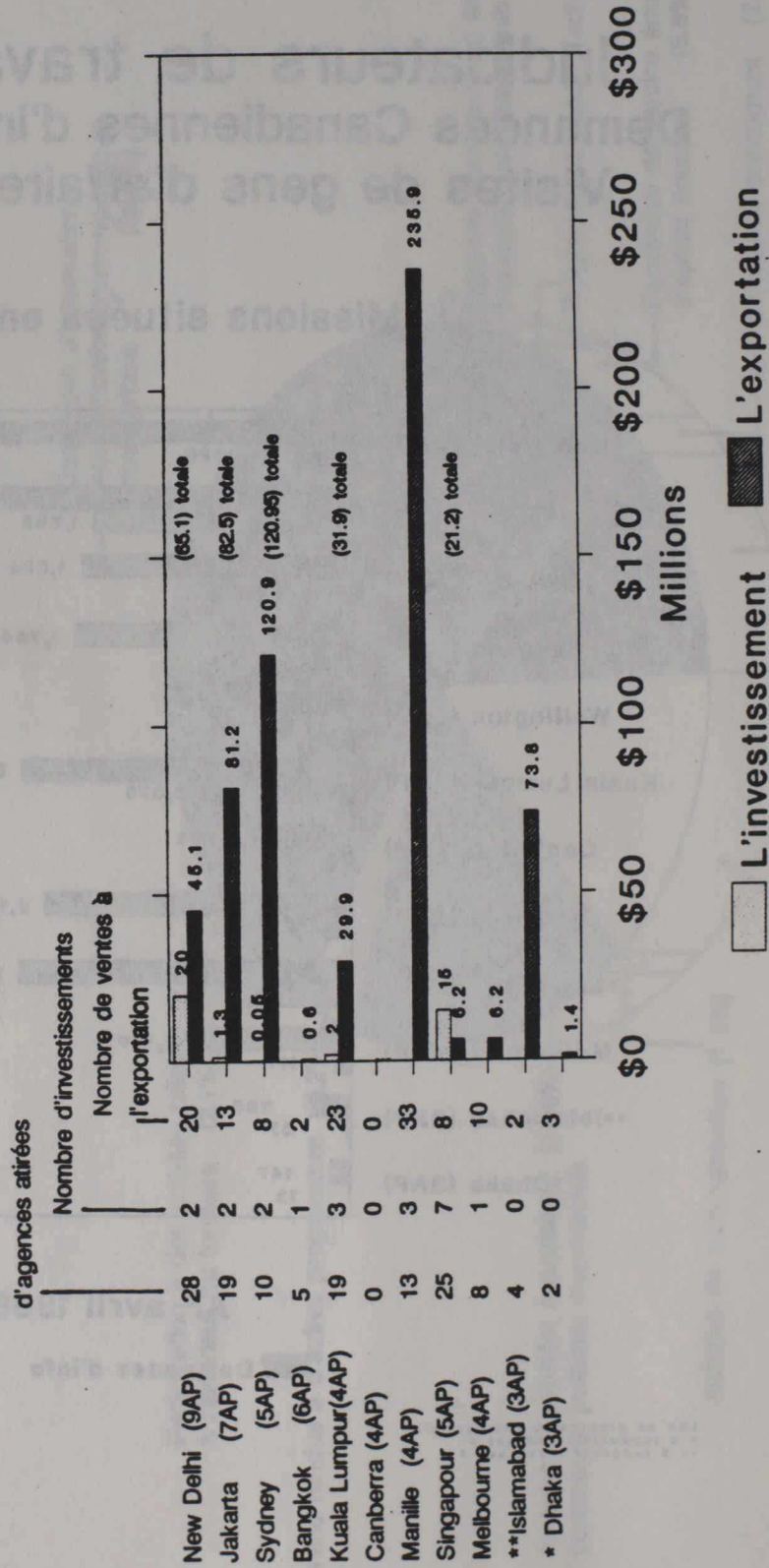
AF avril 1989 - mars 1990

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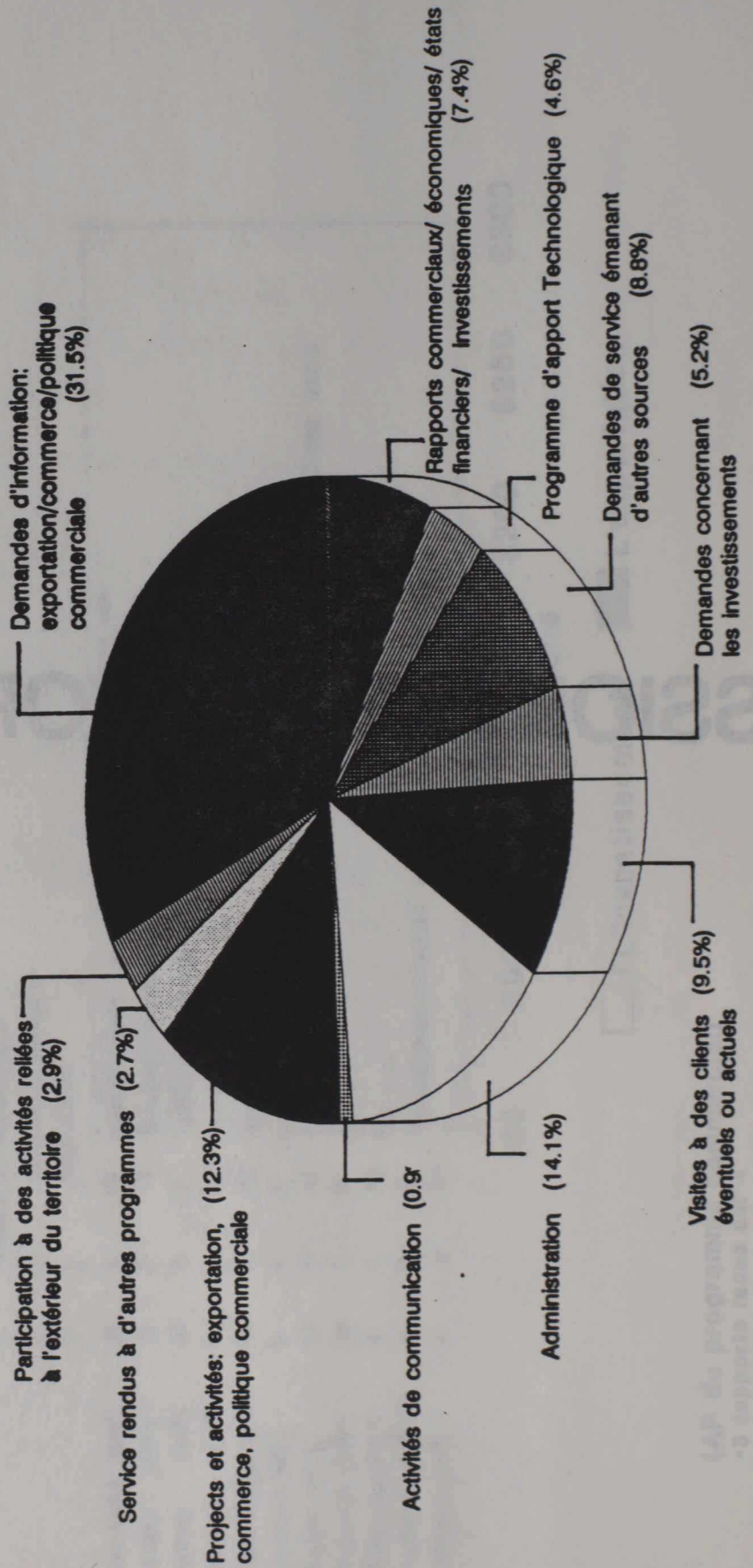


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Détail de la charge de travail missions situées en Europe de l'Est AF avril 1989 - mars 1990

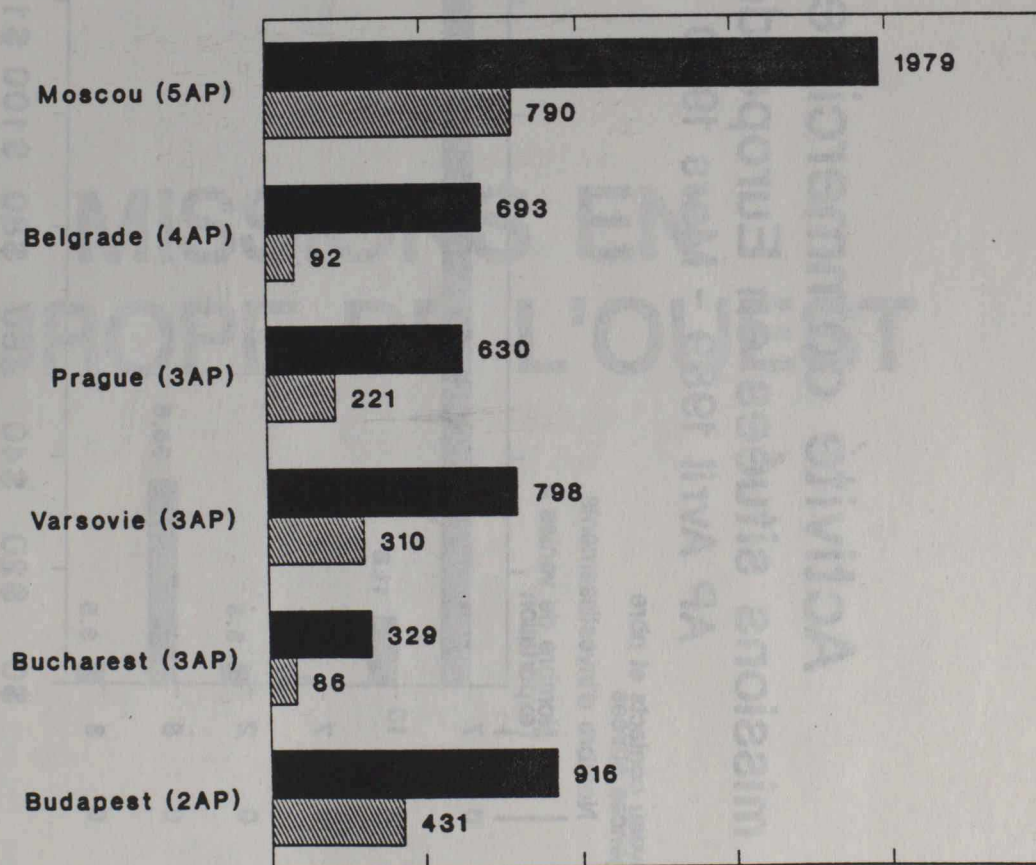


Indicateurs de travail choisis

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Visites de gens d'affaires Canadiens

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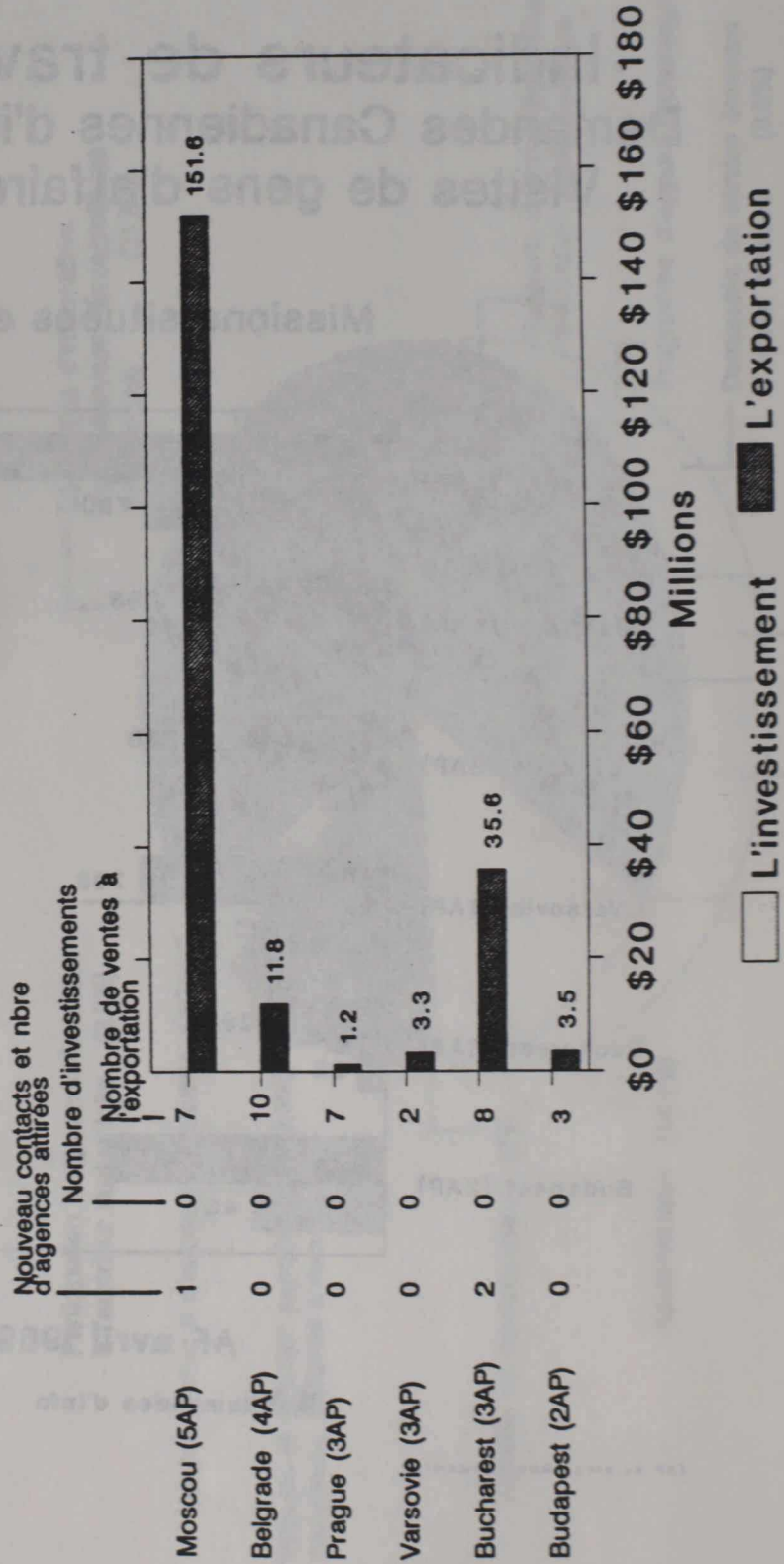


AF avril 1989 - mars 1990

■ Demandes d'info ▨ Visites d'affaires

(AP du programme commercial)

Activité commerciale missions situées en Europe de l'Est AP Avril 1989 - Mars 1990

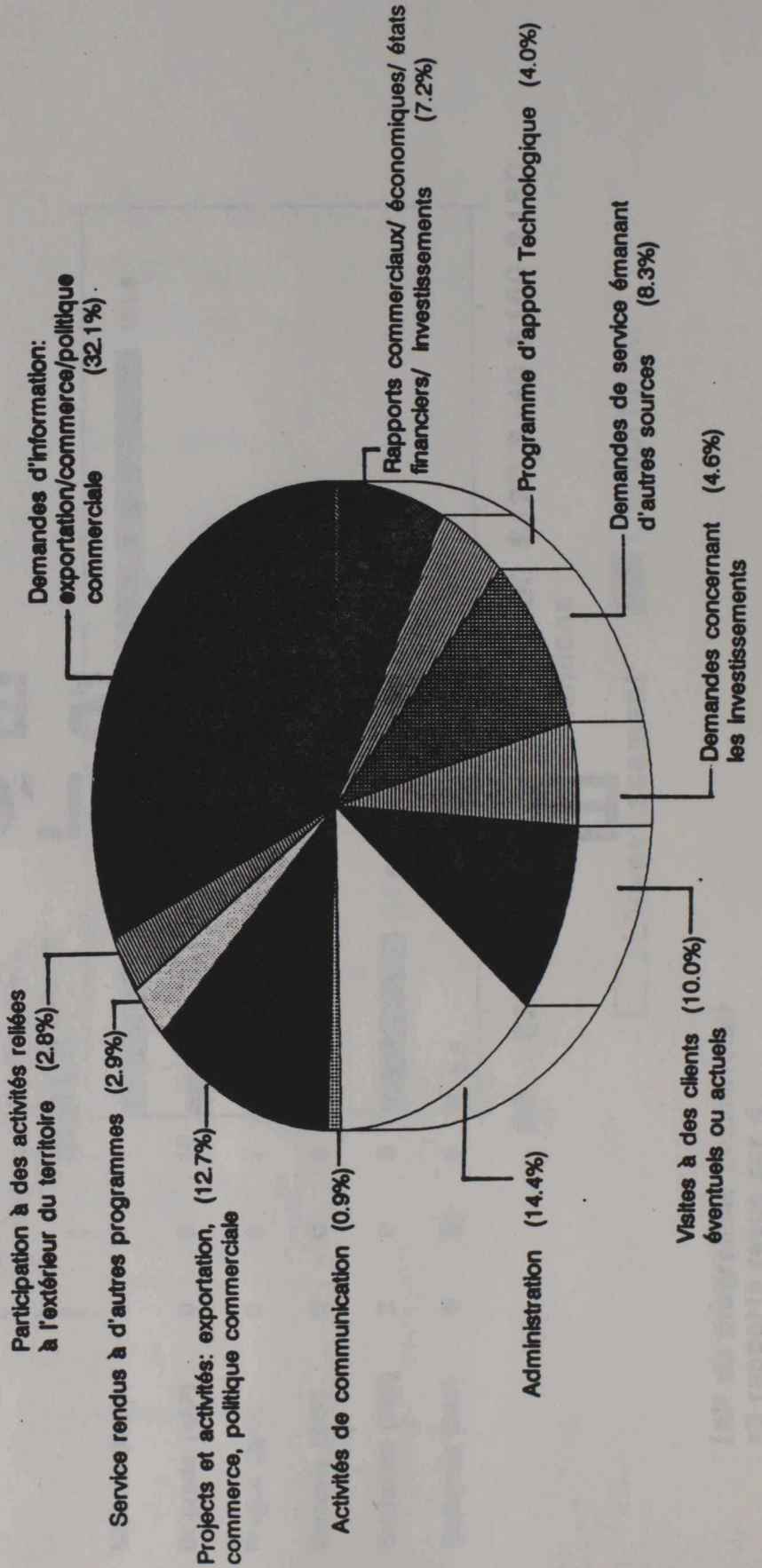


(AP du programme commercial)
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MISSIONS EN EUROPE DE L'OUEST



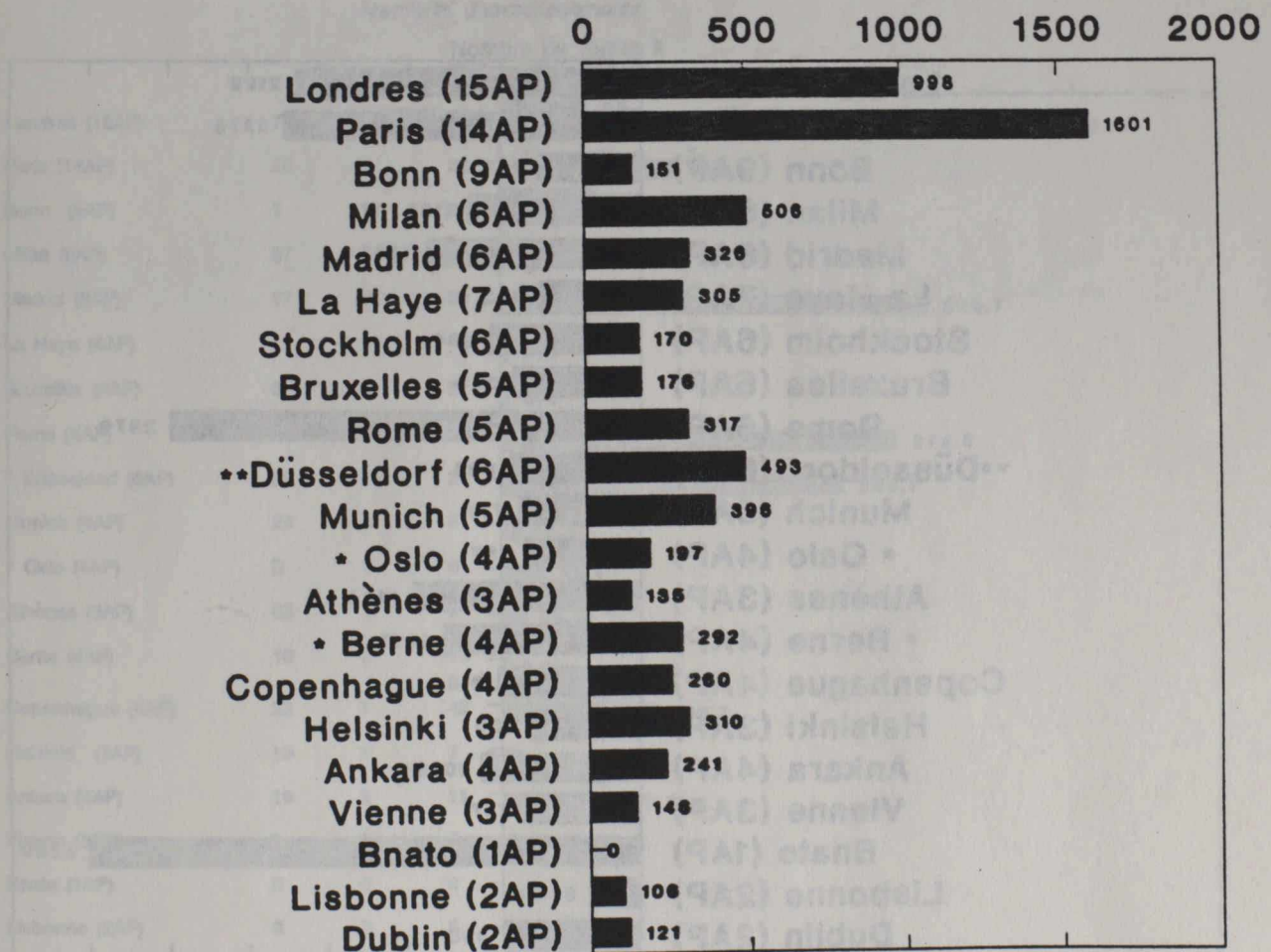
Détail de la charge de travail missions situées en Europe de l'Ouest AF avril 1989 - mars 1990



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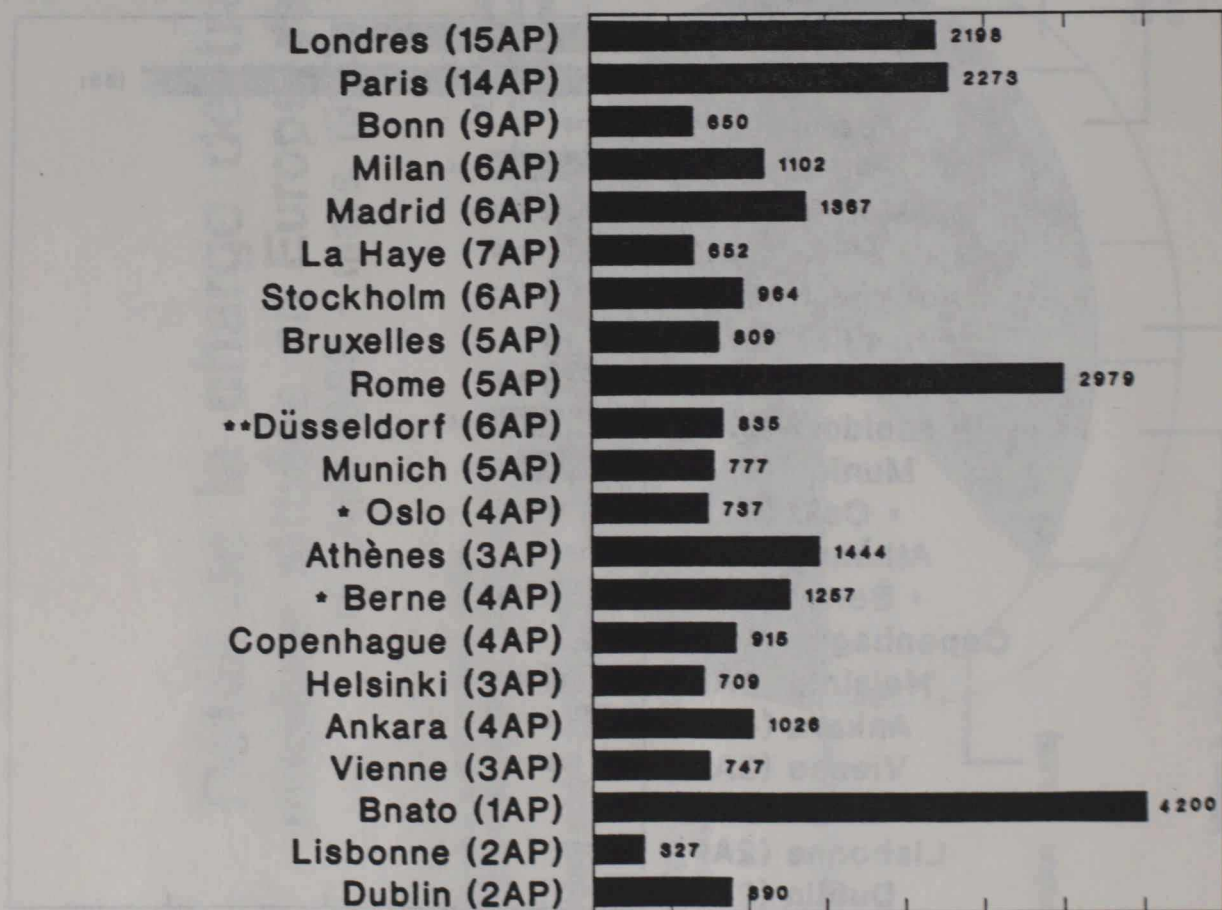
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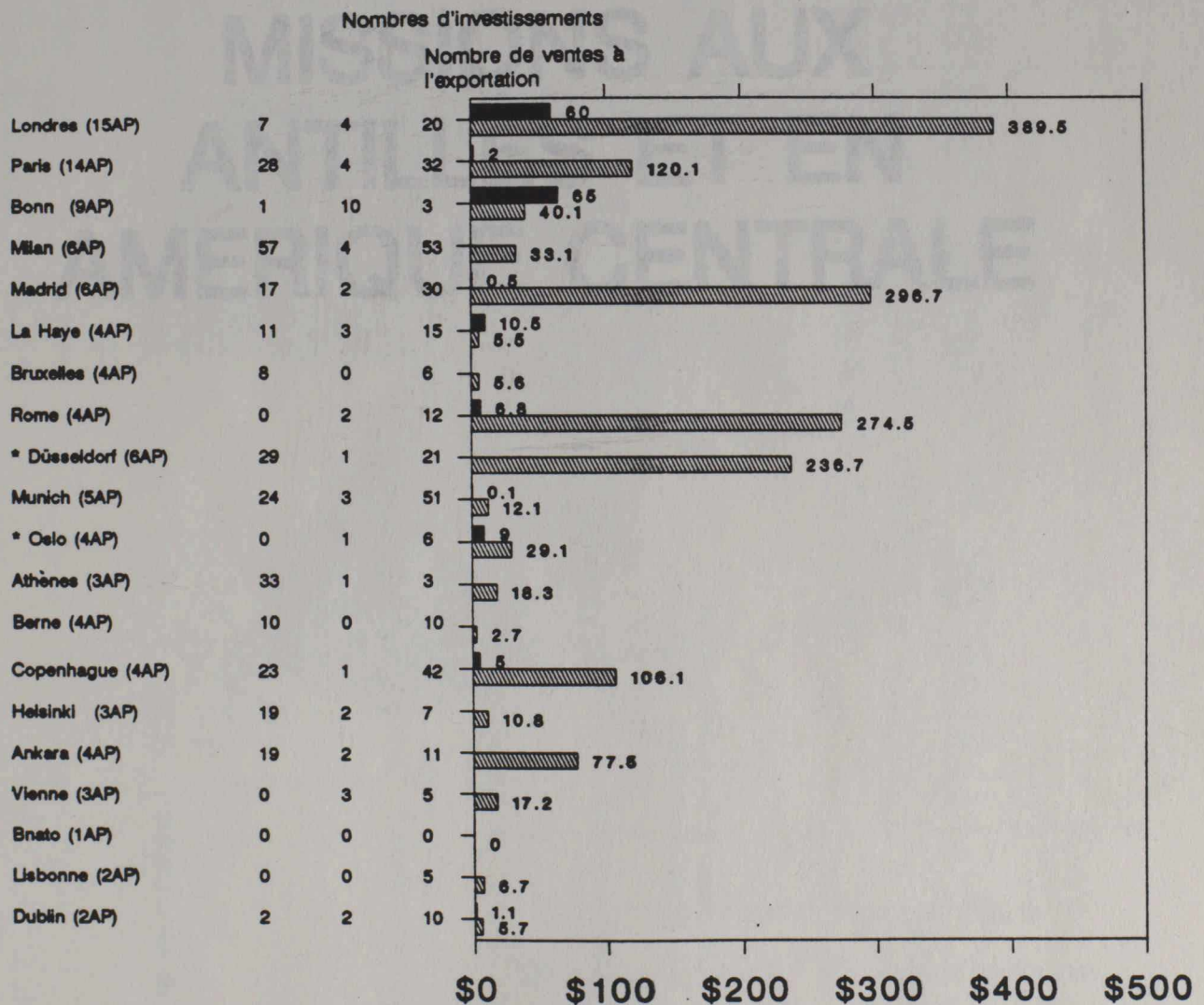
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Nouveau contacts et nbre
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Millions

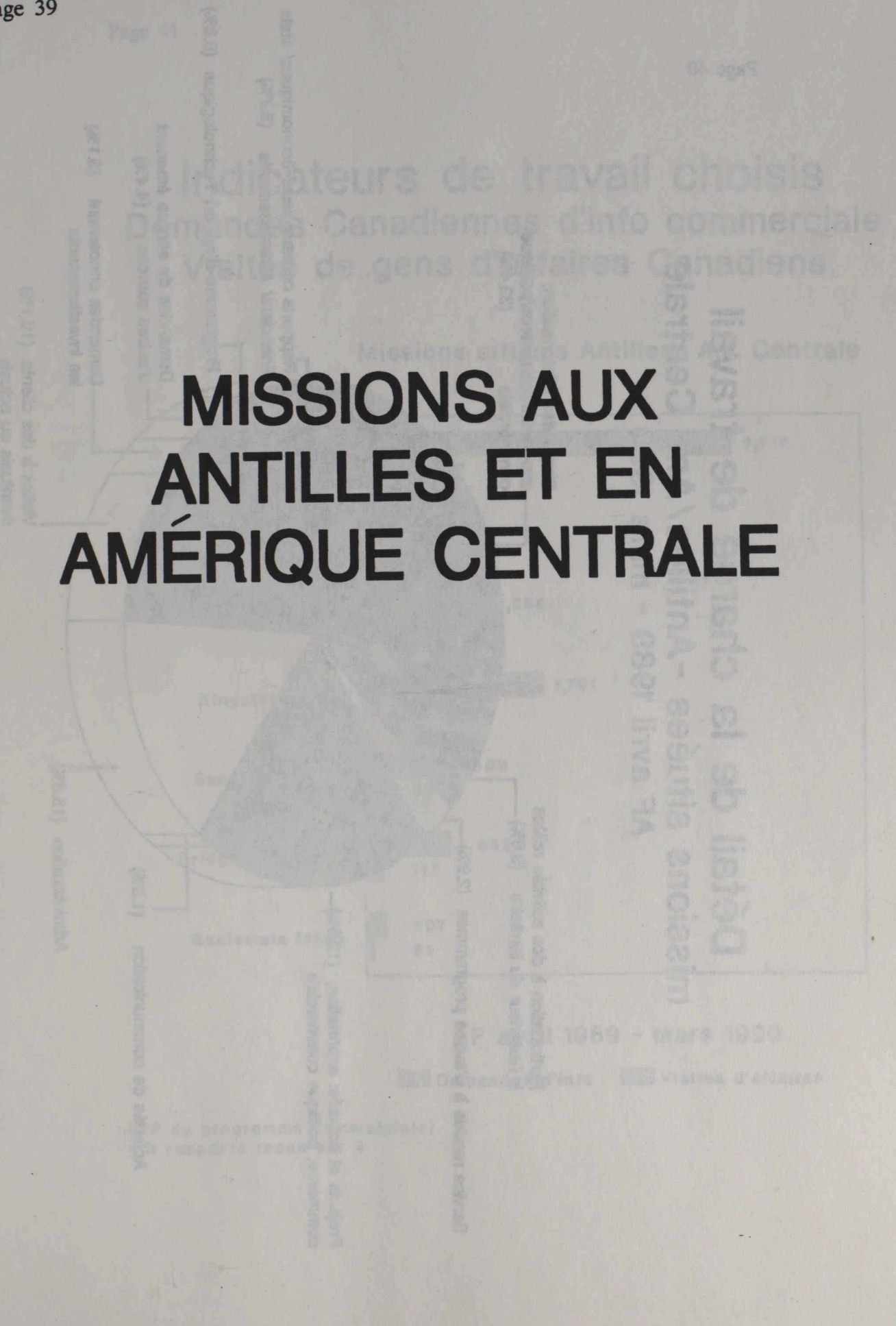


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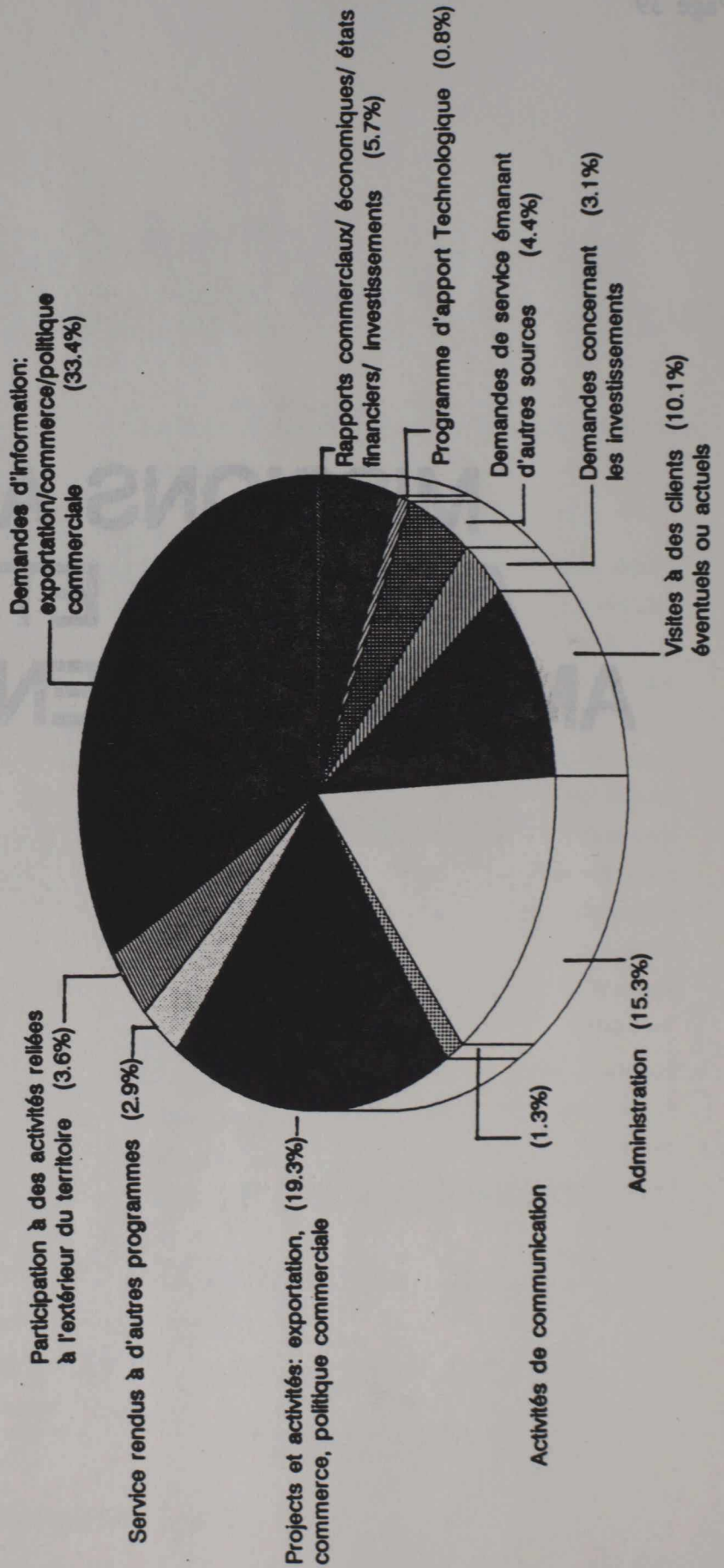
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Détail de la charge de travail missions situées - Antilles/Am. Centrale AF avril 1989 - mars 1990

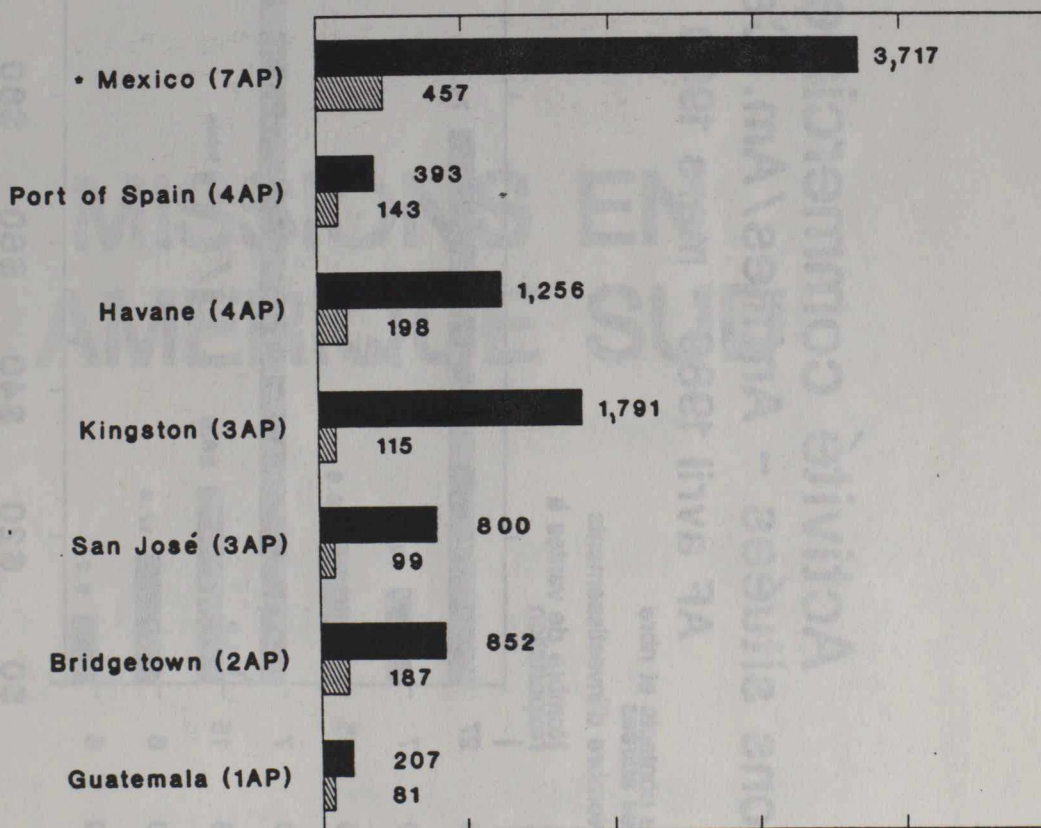


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Missions situees Antilles/ Am. Centrale



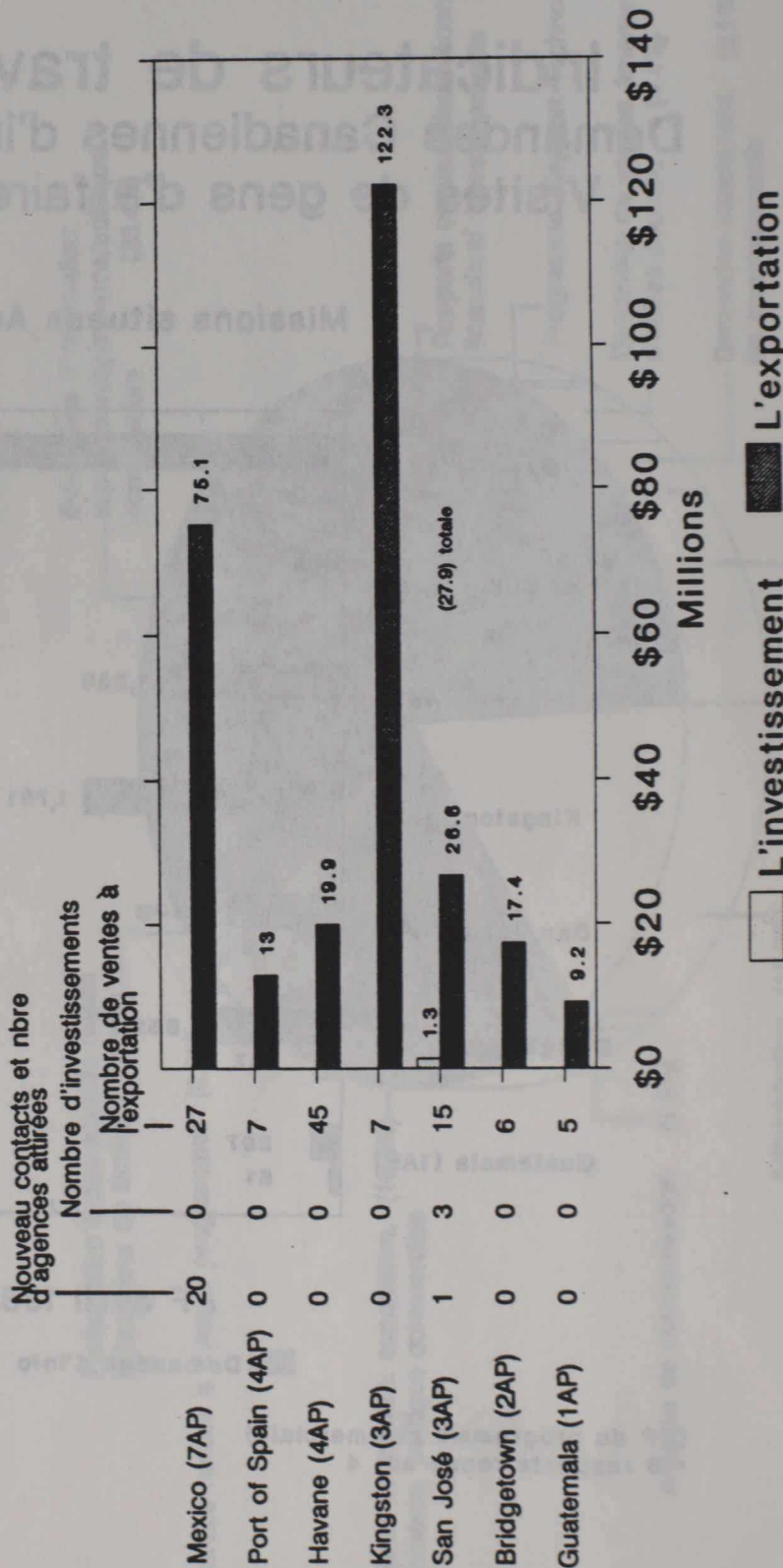
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(AP du programme commerciale)
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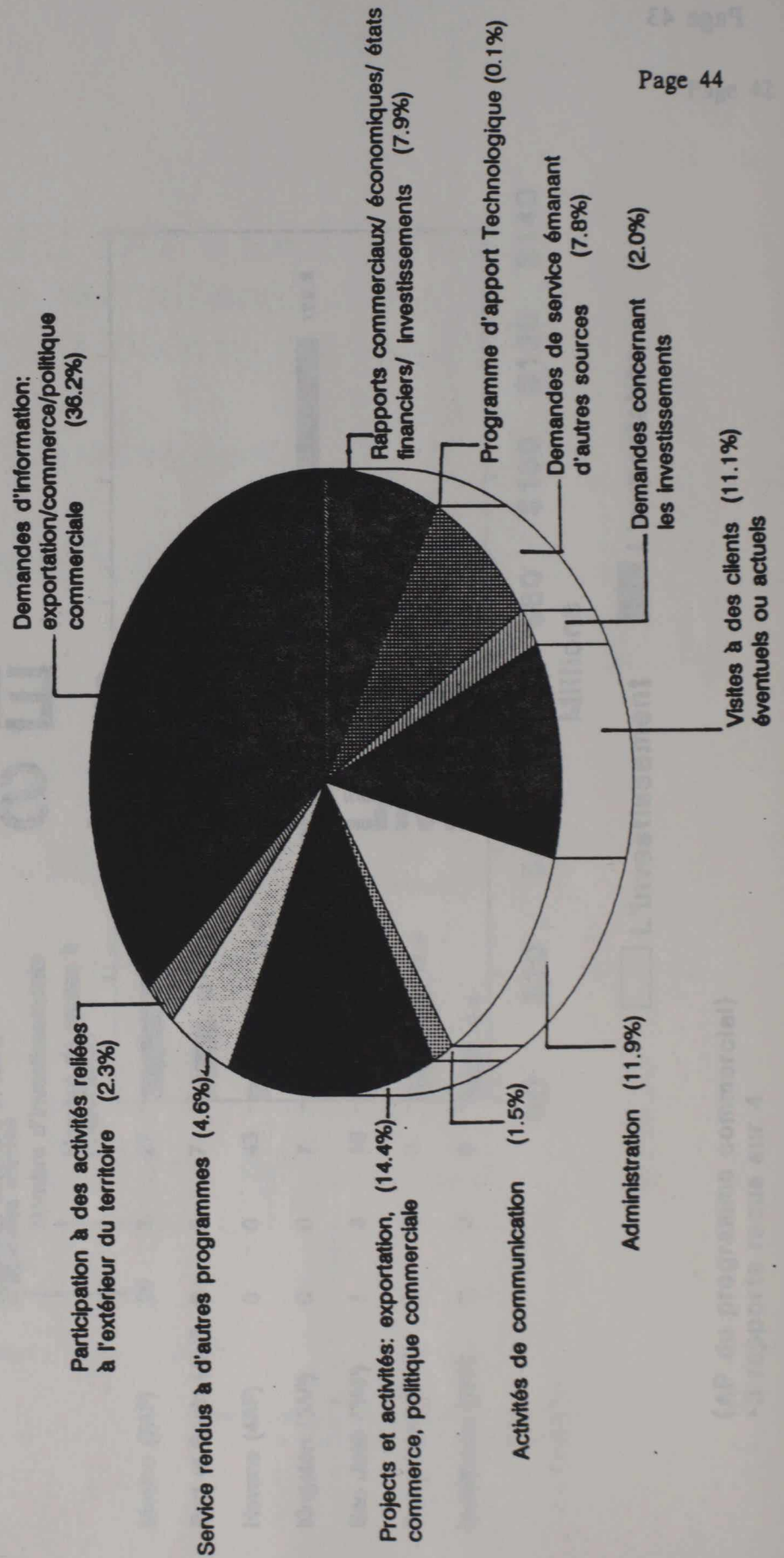
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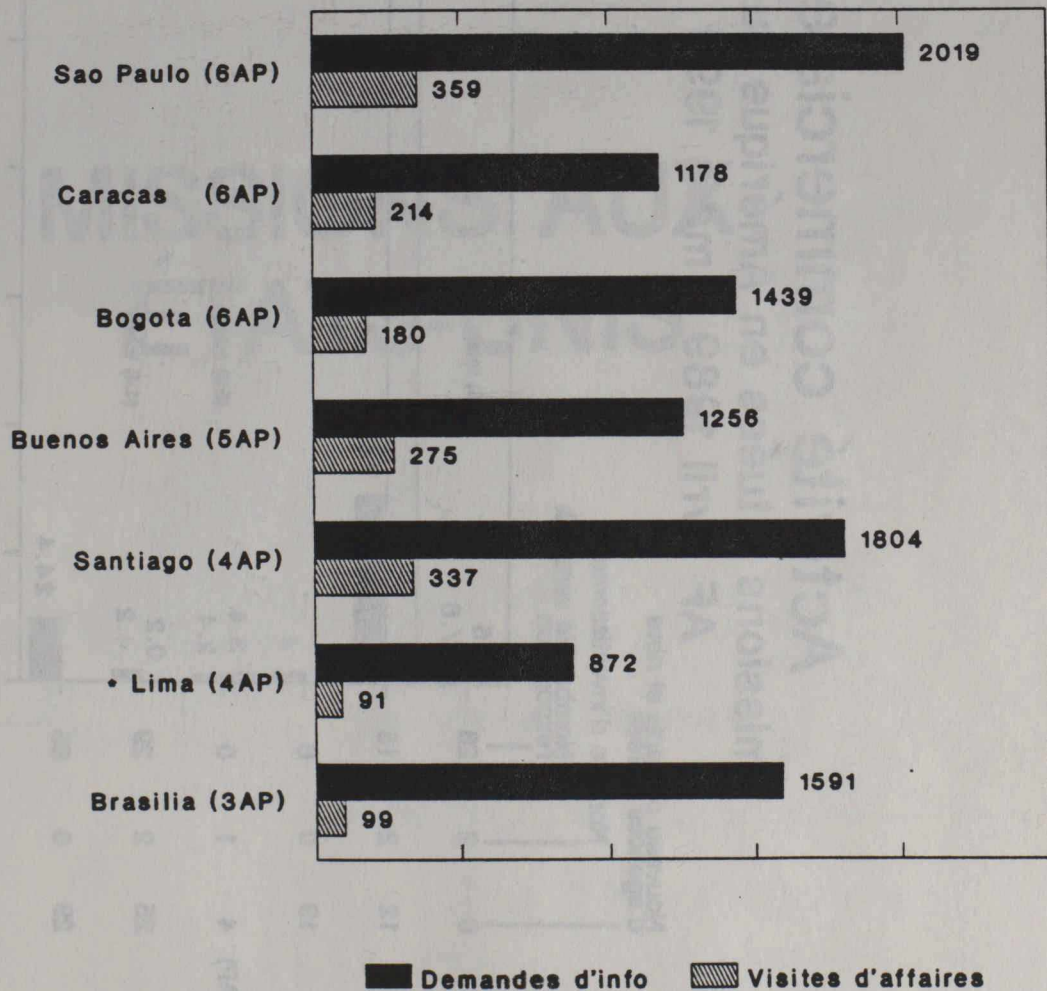


Indicateurs de travail choisis

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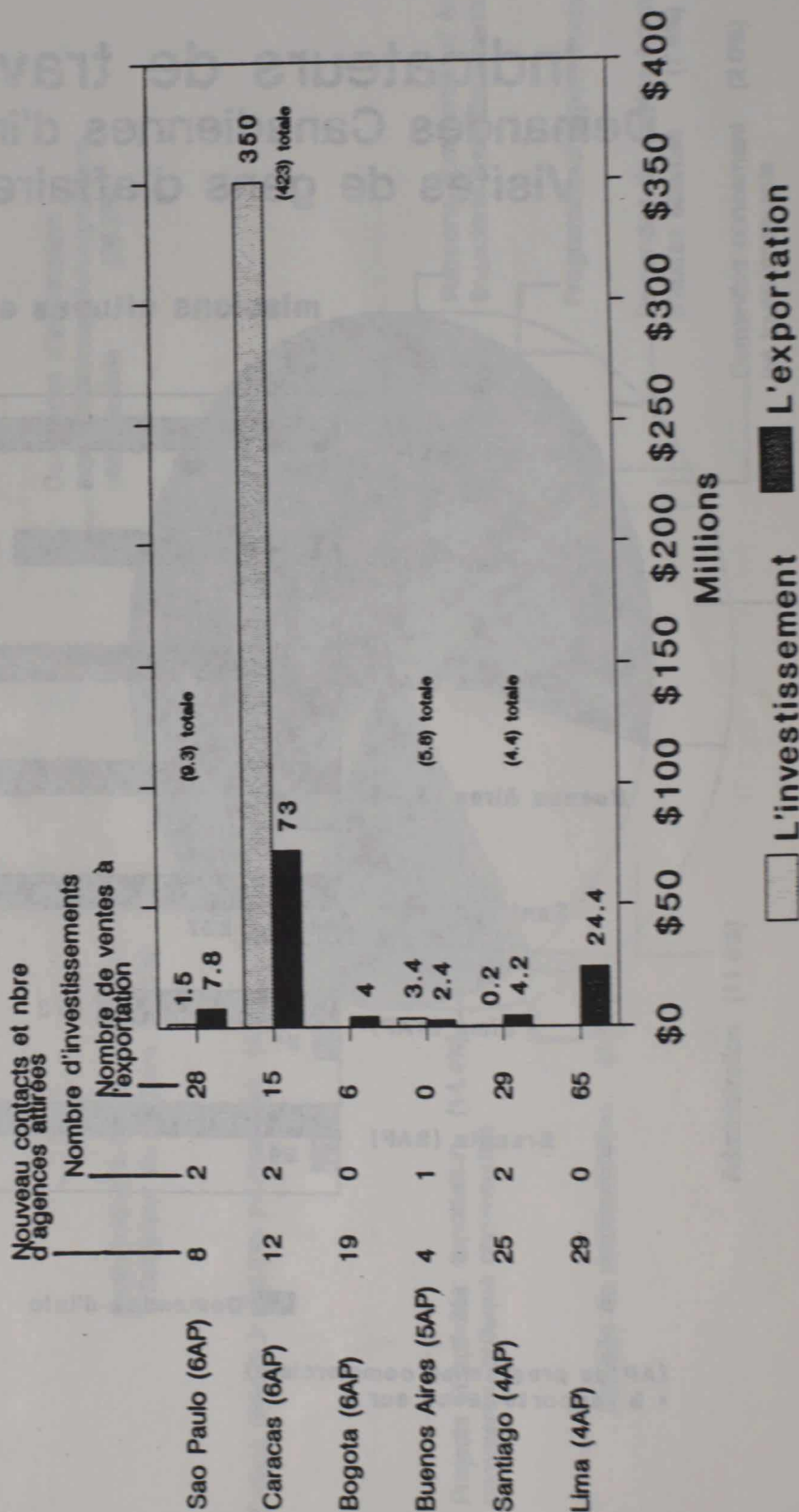


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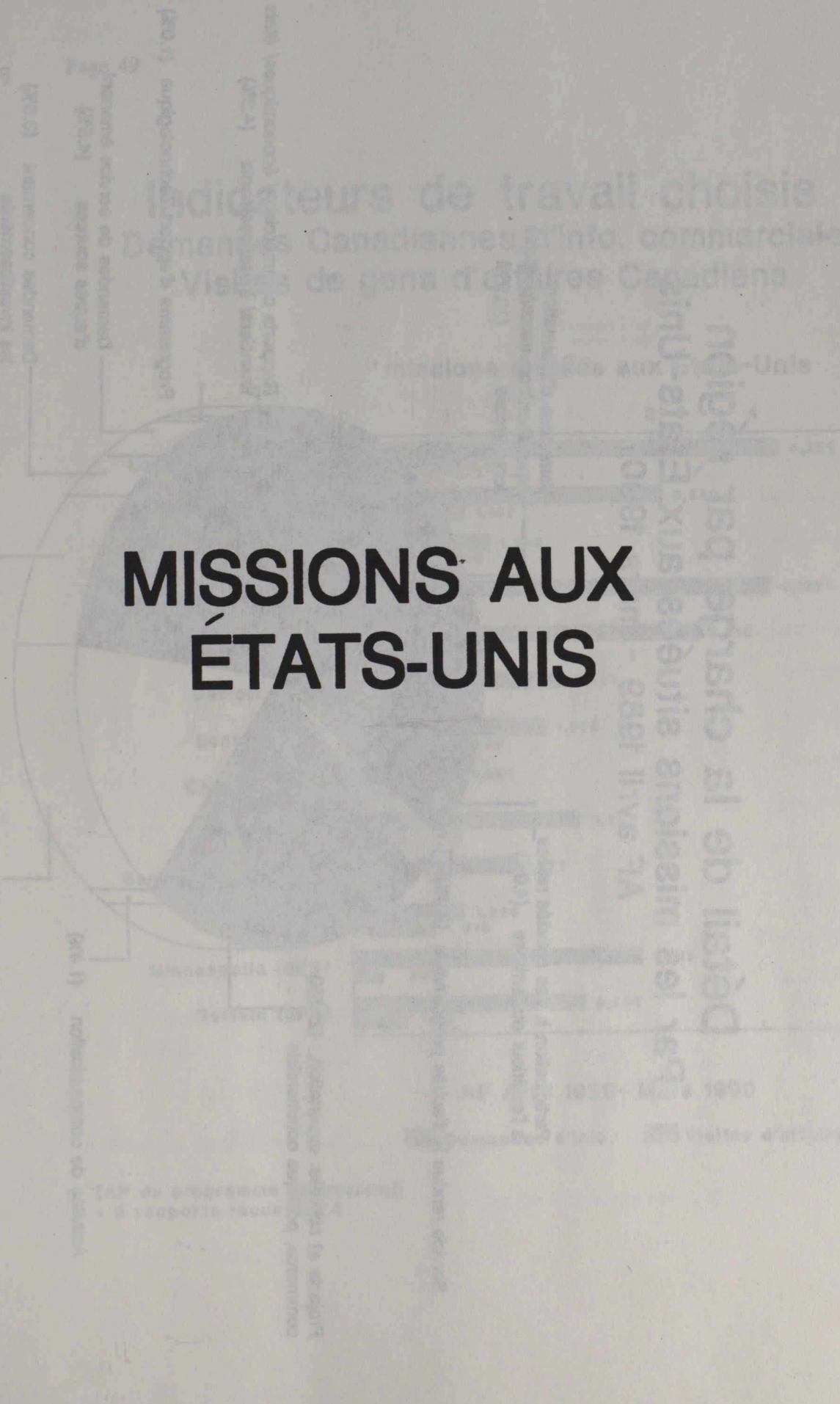
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(AP du programme commercial)

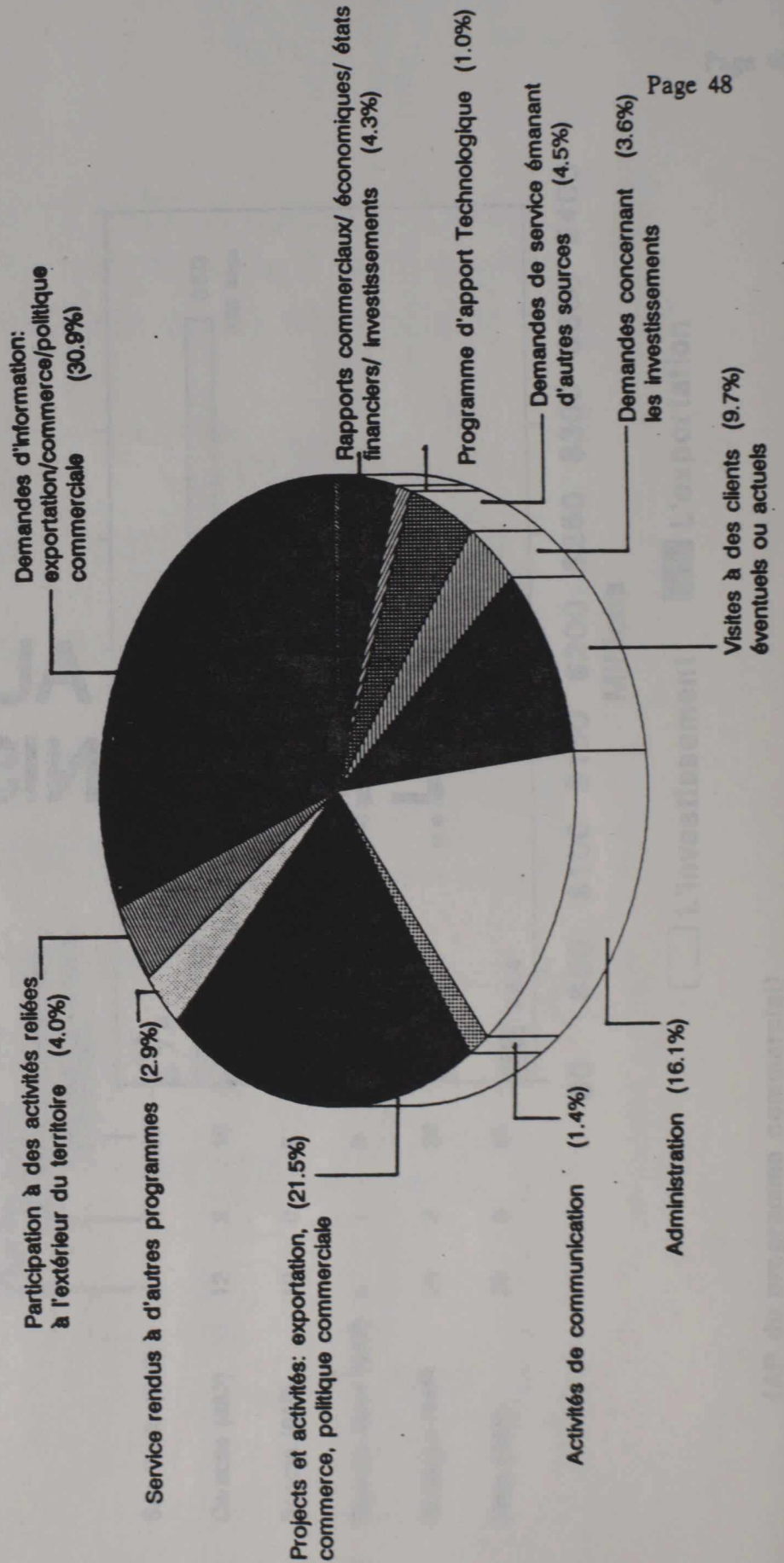
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Détail de la charge par région

Par les missions situées aux États-Unis

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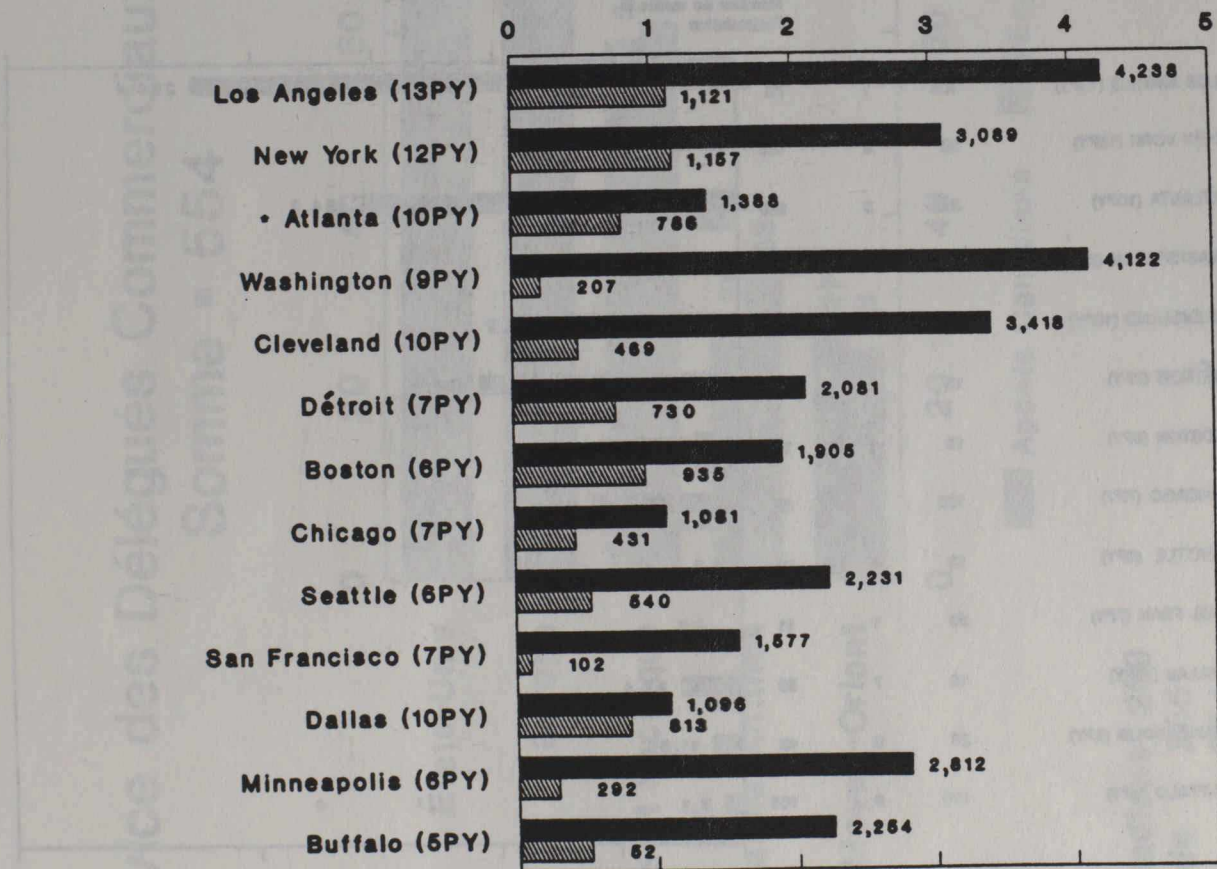


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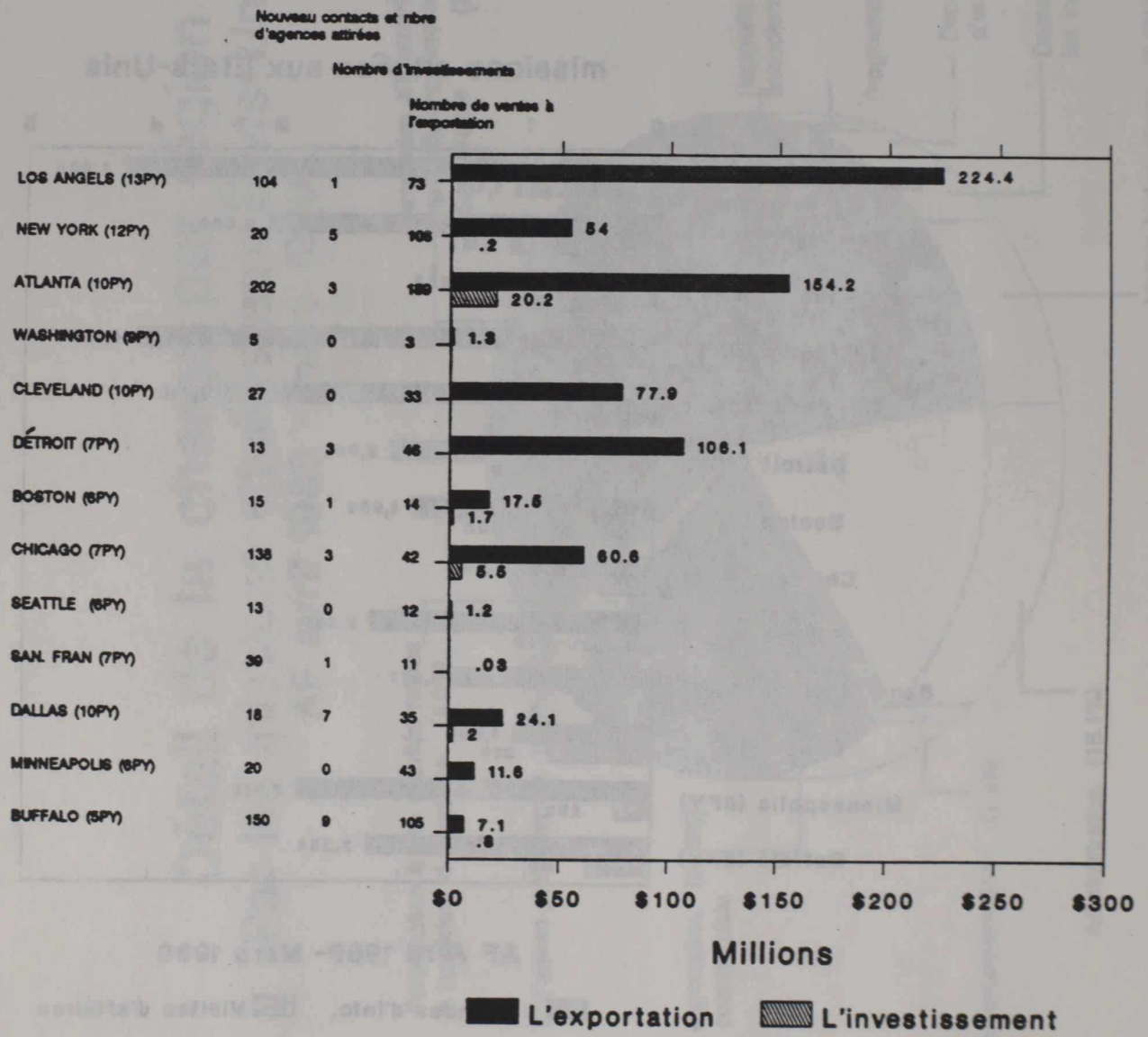


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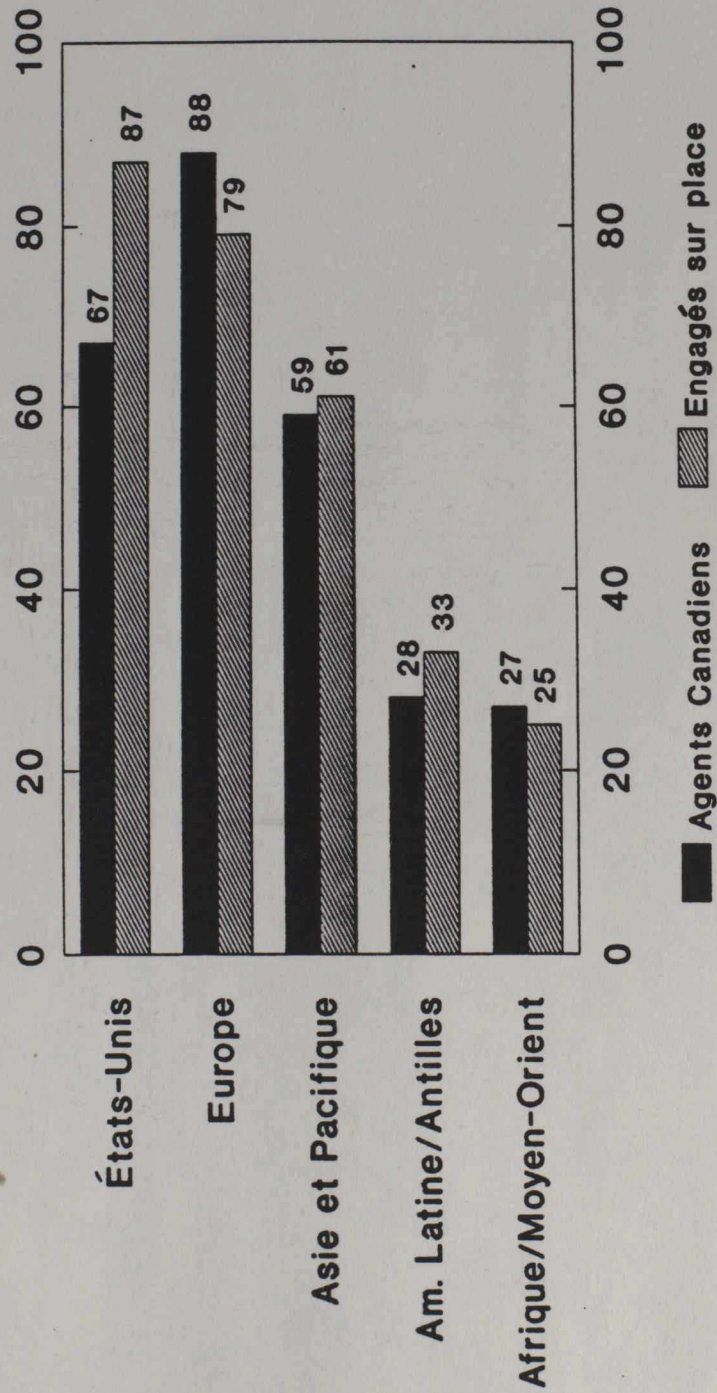
Activité commerciale missions situées aux États-Unis AF avril 1989 - mars 1990



(AP du programme commercial)

Service des Délégués Commerciaux 1989-90

Somme = 554



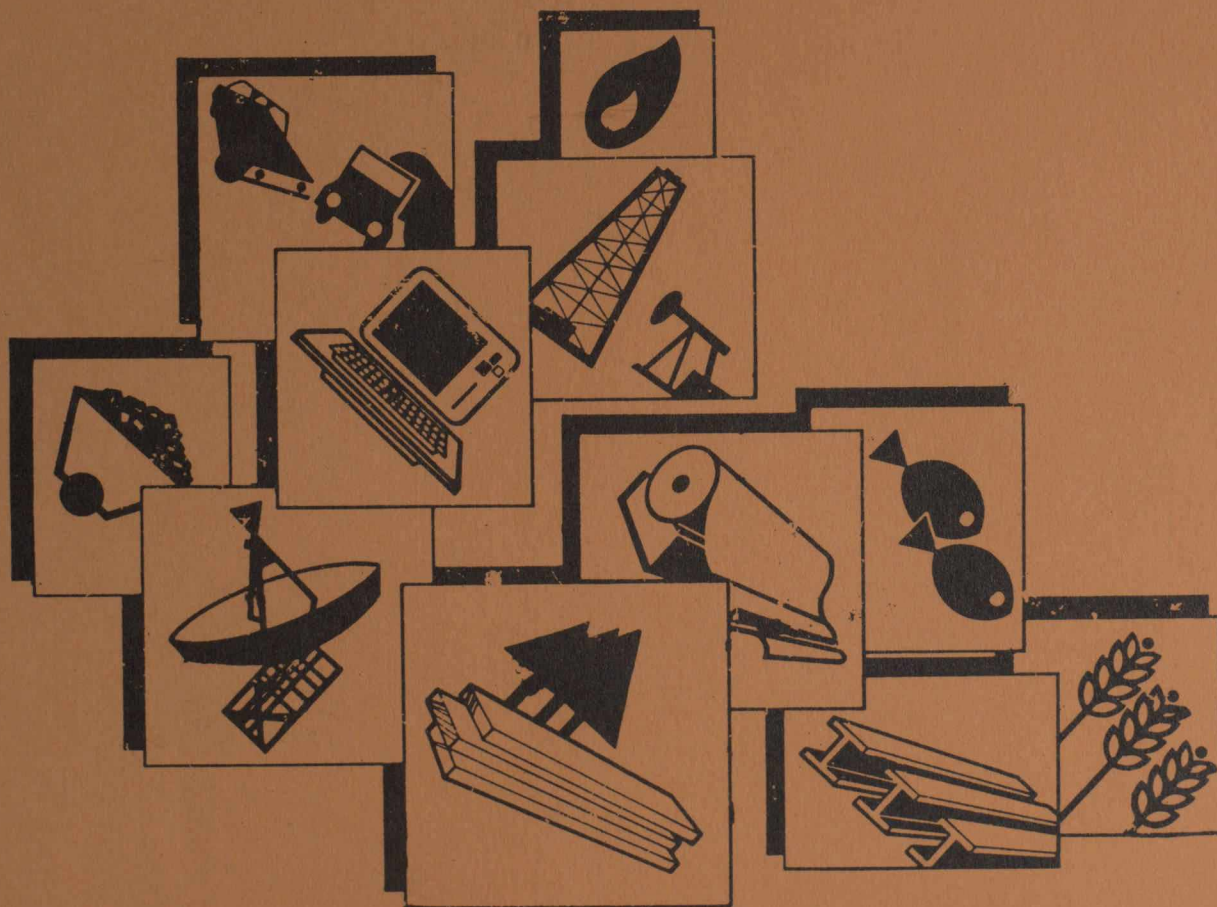
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TRADE AND INDUSTRIAL DEVELOPMENT PROGRAM

ANNUAL SUMMARY
OF
ACTIVITIES AND RESULTS

APRIL 1989 - MARCH 1990
(FY 1989-90)



External Affairs and
International Trade Canada

Canada

JULY 1991

TRADE AND INDUSTRIAL DEVELOPMENT PROGRAM

Dept. of External Affairs
Min. des Affaires extérieures
OTTAWA

AUG 2 1991
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ANNUAL SUMMARY OF ACTIVITIES AND RESULTS

April 1989 - March 1990

(FY 1989-1990)

INTRODUCTION

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This report is a summary of Development Program quarterly activities and results which were submitted by Canadian diplomatic missions abroad during the fiscal year 1989-1990 and published in four separate quarterly reports.

The political and economic environments in which our missions operate vary widely between regions of the world. Hence it is not usually valid to attempt to compare, for example, the statistics of Moscow with those of Berlin, even though each mission has five trade program positions. Nevertheless, the comparison within a geographic region is valid. The graphical presentation of the statistics has been designed to assist the reader to grasp the relative level of activities and results within individual geographic regions.

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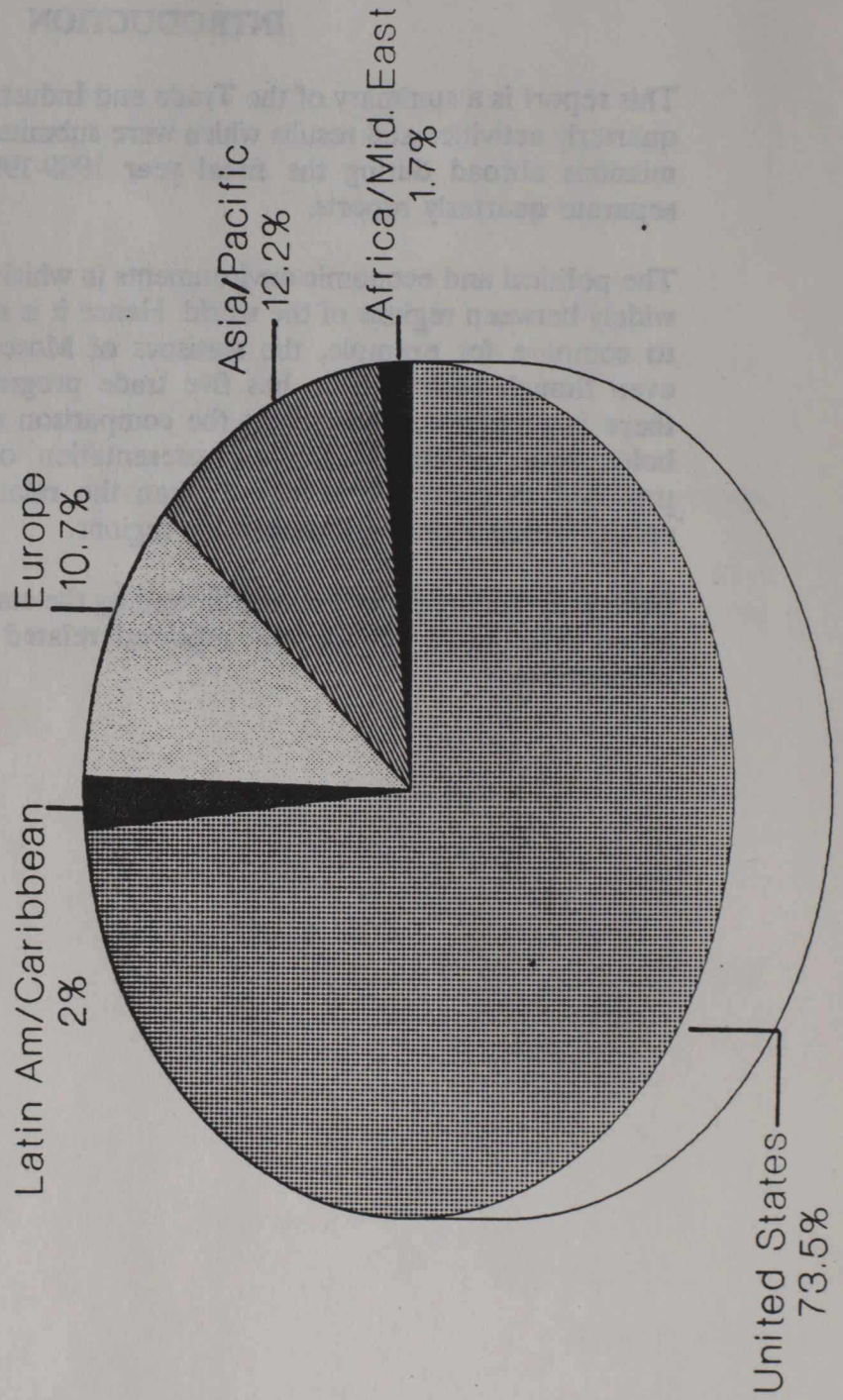
INTRODUCTION

This report is a summary of the Trade and Industrial Development Program quarterly activities and results which were submitted by Canadian diplomatic missions abroad during the fiscal year 1989-1990 and published in four separate quarterly reports.

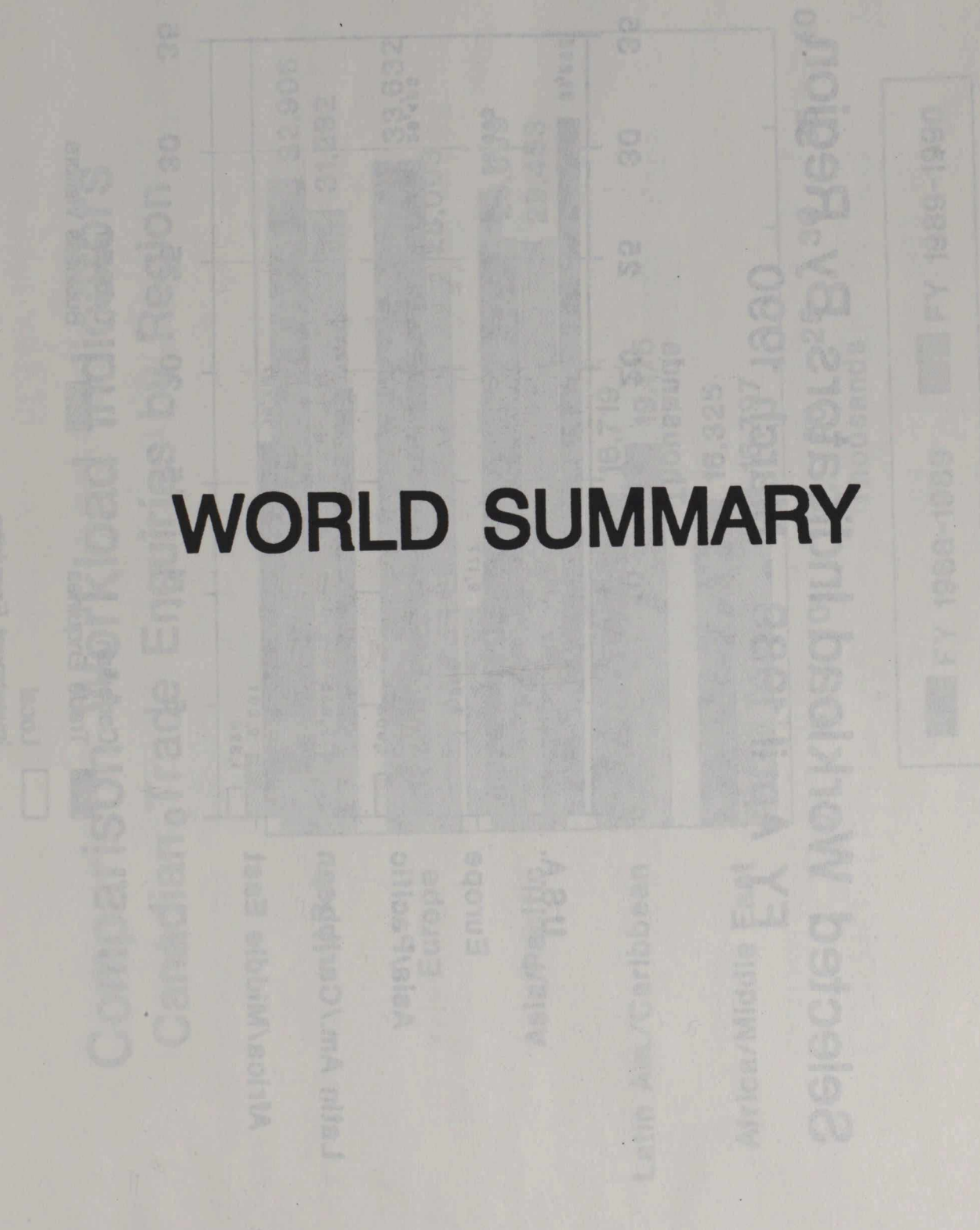
The political and economic environments in which our missions operate vary widely between regions of the world. Hence it is not usually valid to attempt to compare for example, the statistics of Moscow with those of Buffalo, even though each mission has five trade program positions. Nevertheless there is general consensus that the comparison within a geographic region holds some validity. Graphical presentation of the statistics has been provided to assist the reader to scan the relative level of activities and results within individual geographic regions.

Each graphical presentation is followed by the statistics upon which they are based. The value of business reported related to actual and completed transactions.

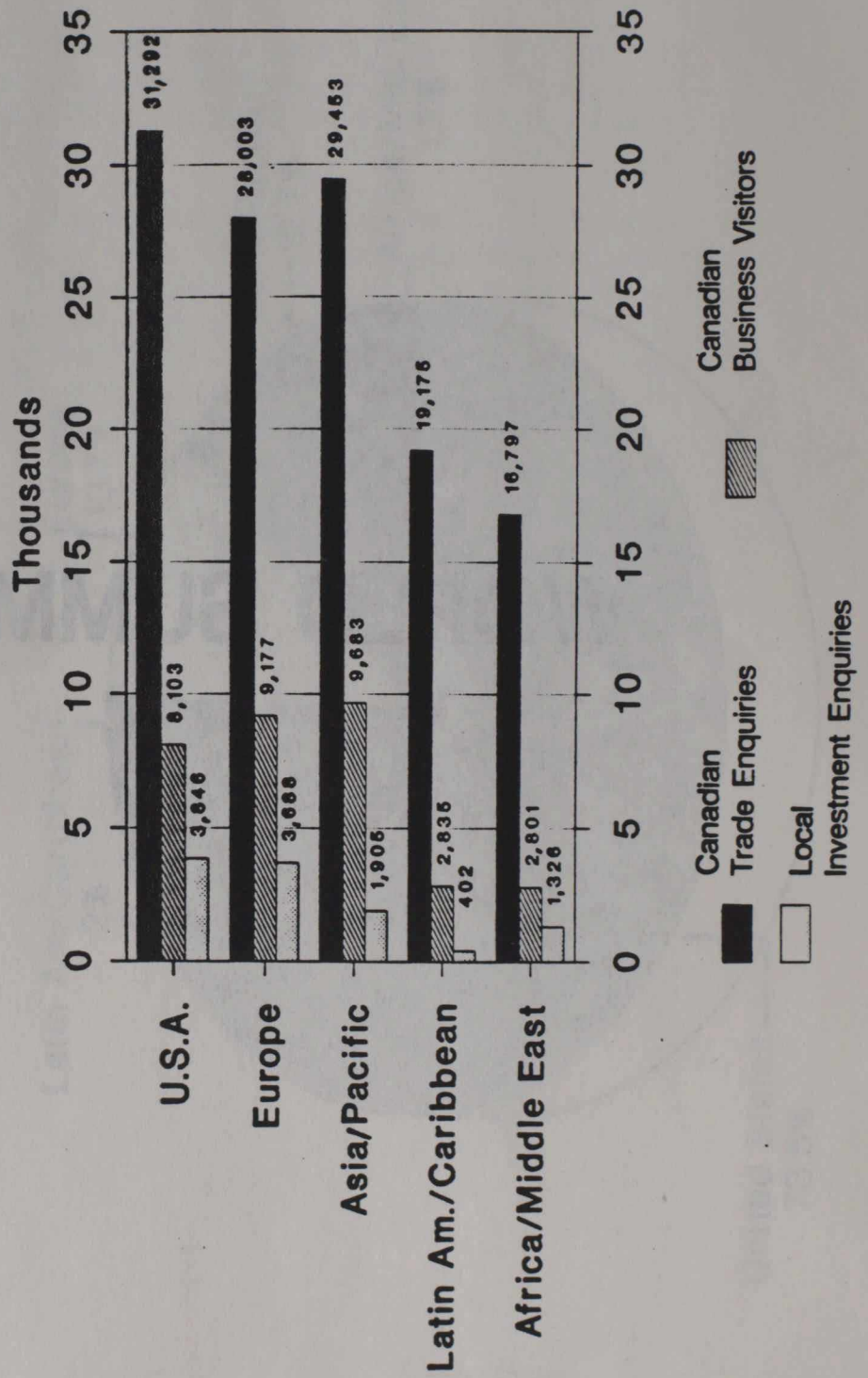
Canada's Exports by Region 1989



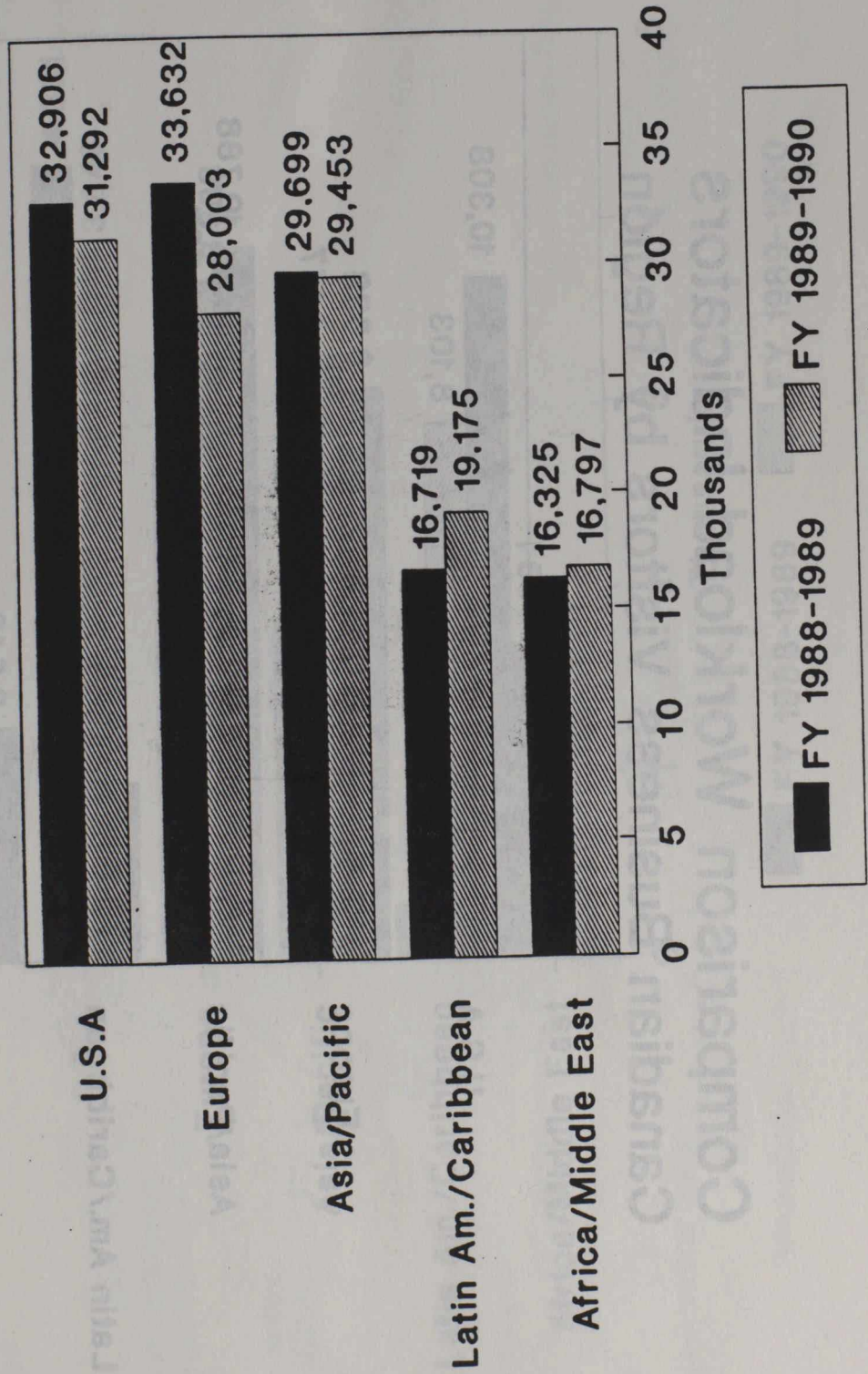
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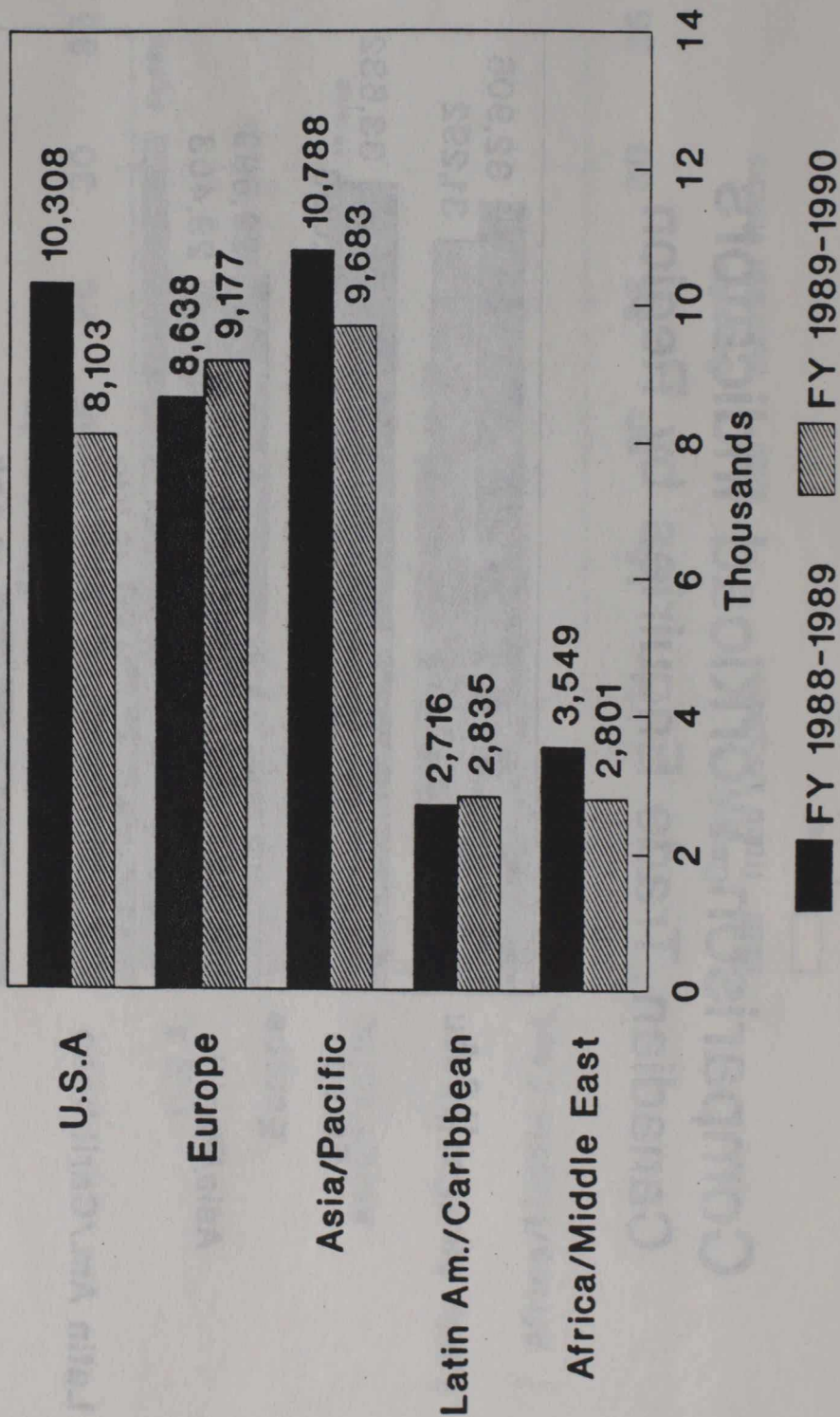
Selected Workload Indicators By Region FY April 1989 - March 1990



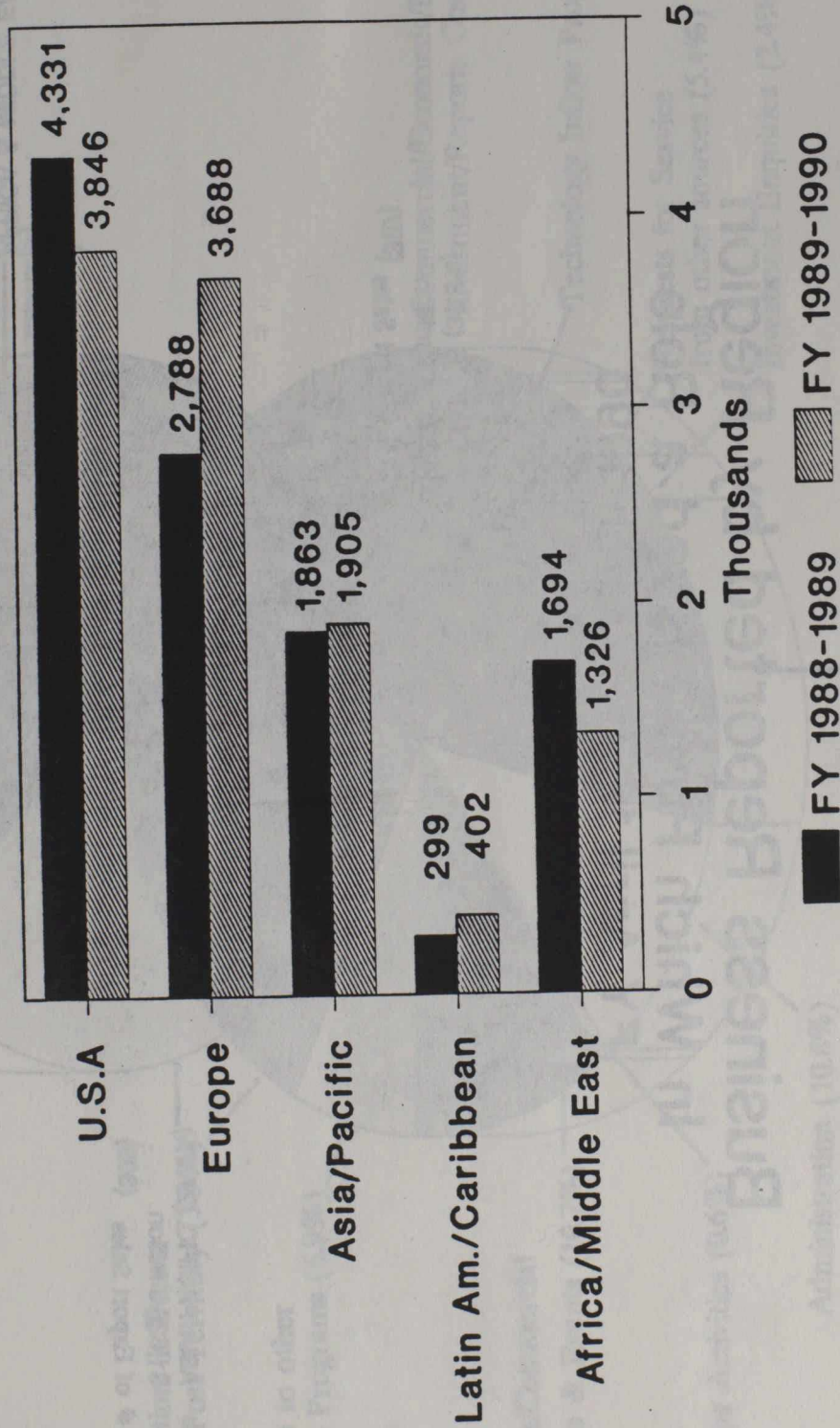
Comparison Workload Indicators Canadian Trade Enquiries by Region



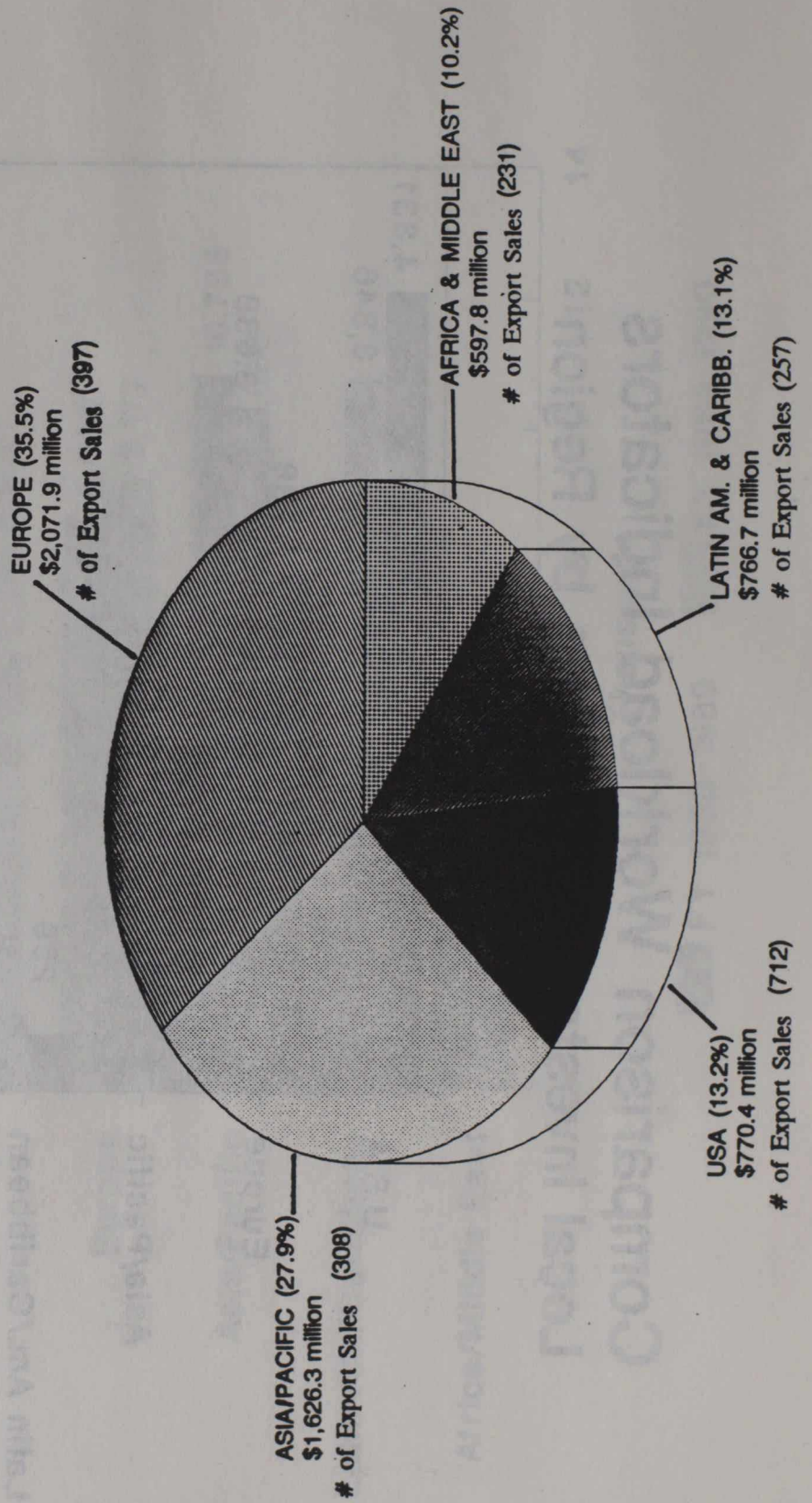
Comparison Workload Indicators Canadian Business Visitors by Region



Comparison Workload Indicators Local Investment Enquiries by Region



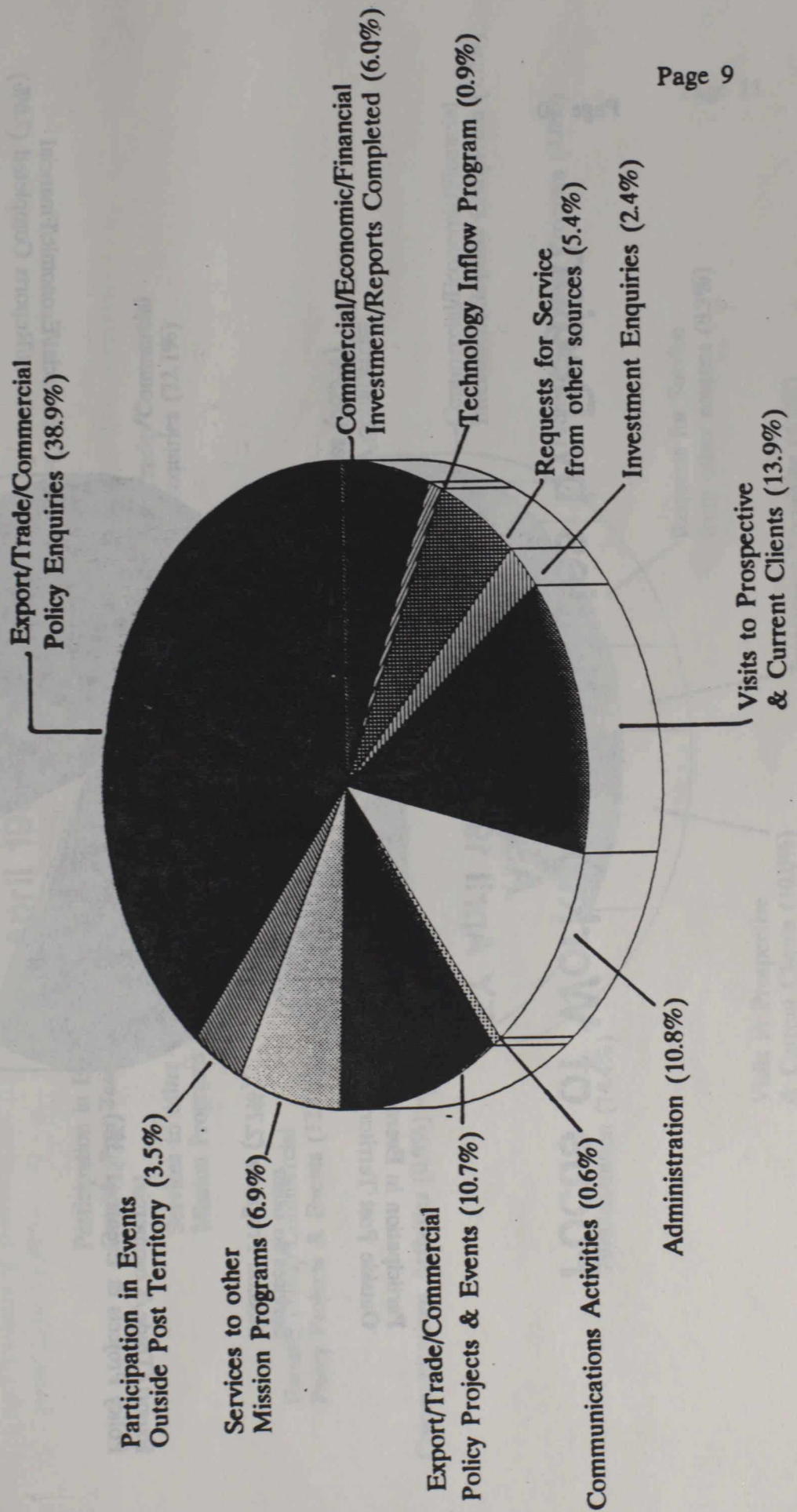
Business Reported by Region In Which Post Played a Role FY April 1989 - March 1990



Focus of Workload Activities by Region

Africa & Middle East

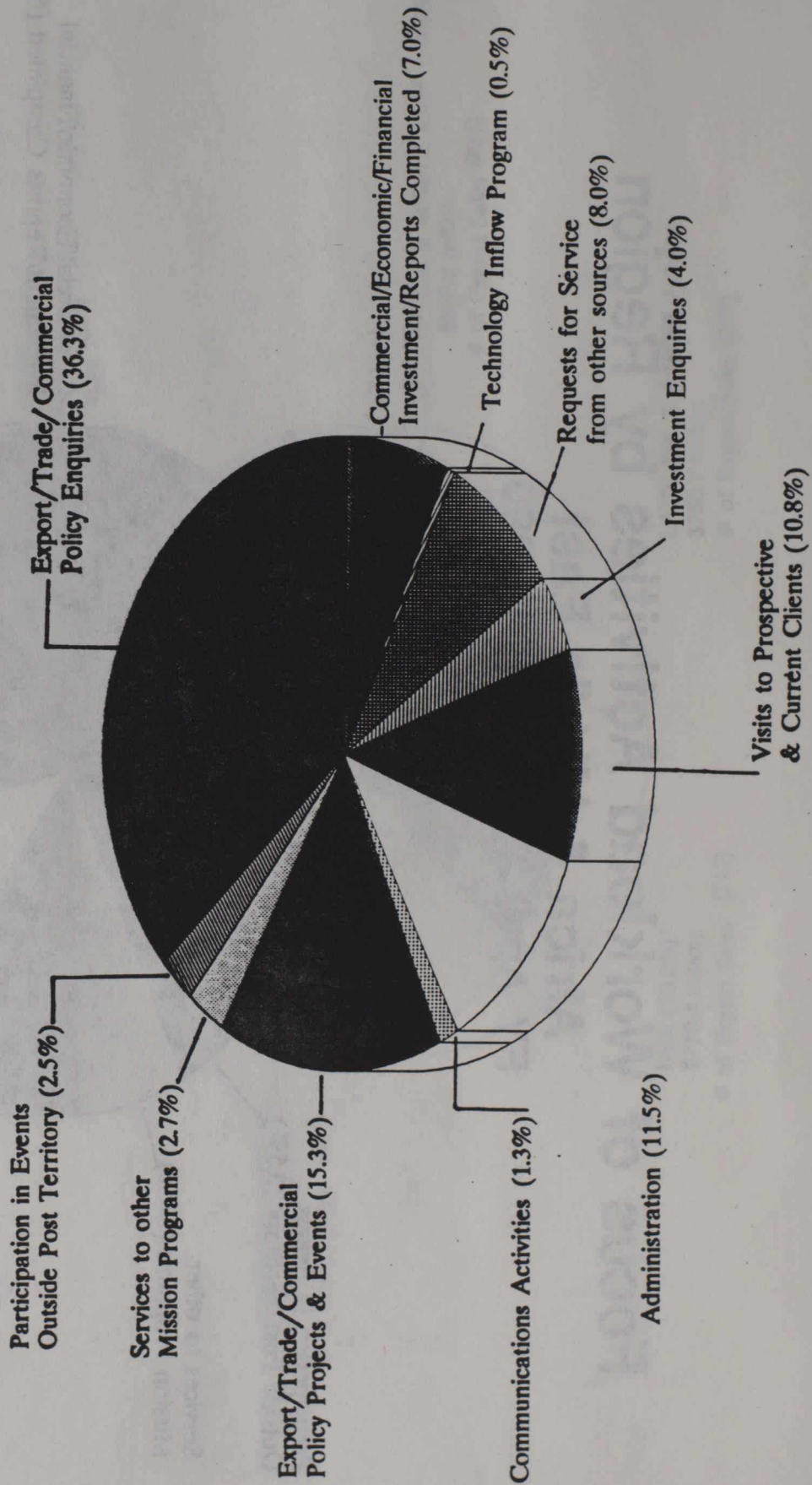
FY April 1989 - March 1990



Focus of Workload Activities by Region

Asia Pacific

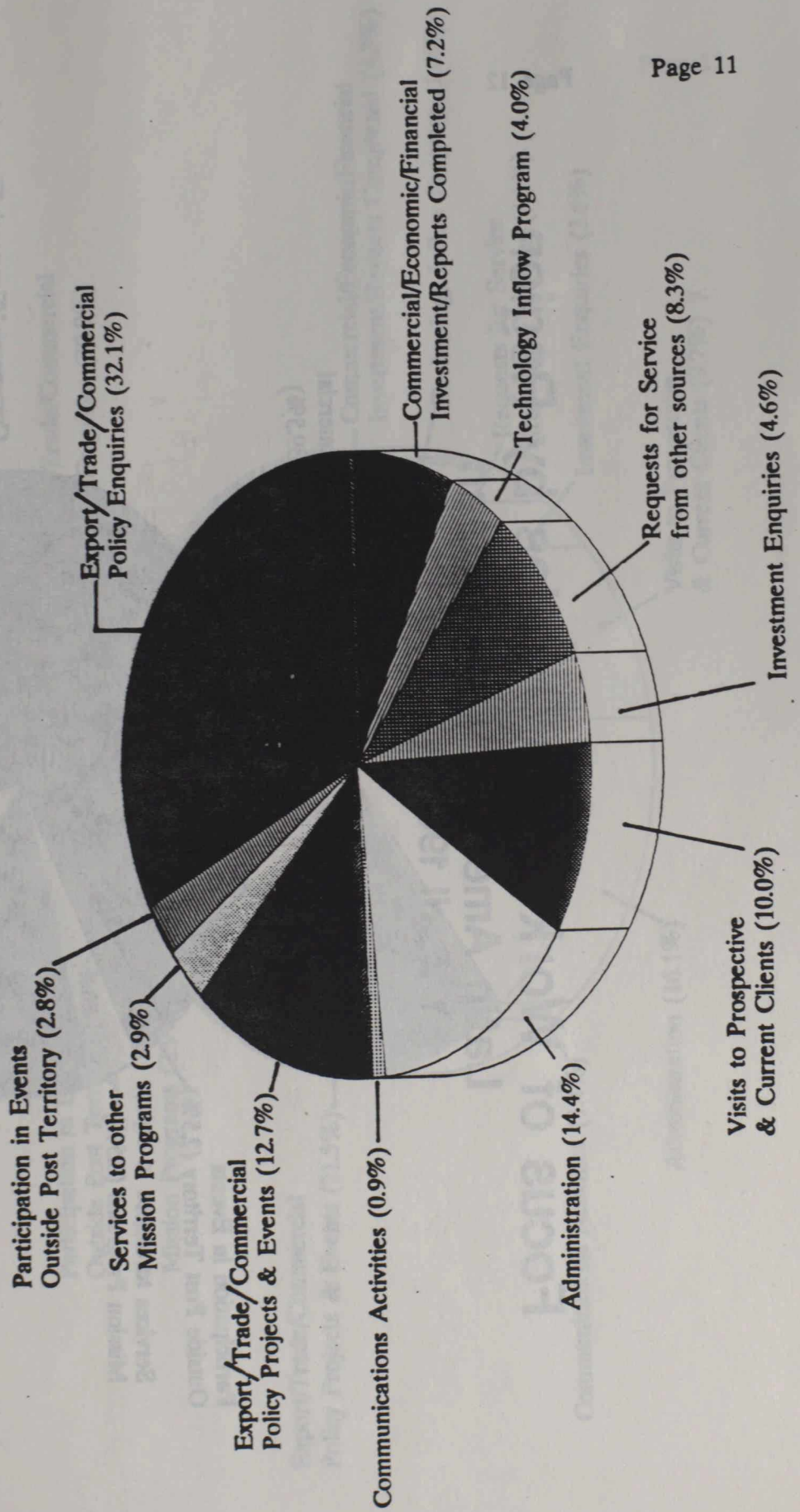
FY April 1989 - March 1990



Focus of Workload Activities by Region

Europe

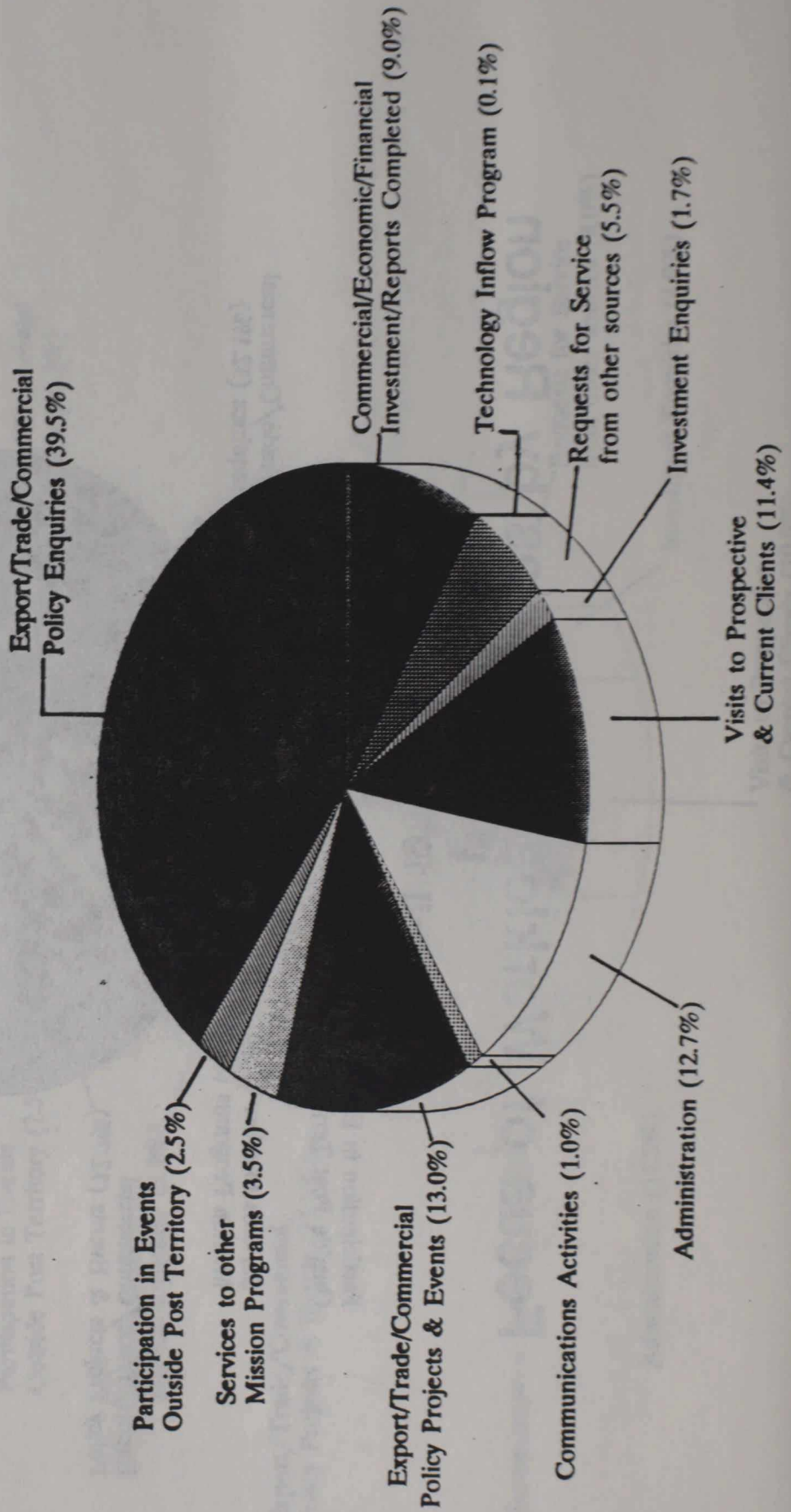
FY April 1989 - March 1990



Focus of Workload Activities by Region

Latin America & Caribbean

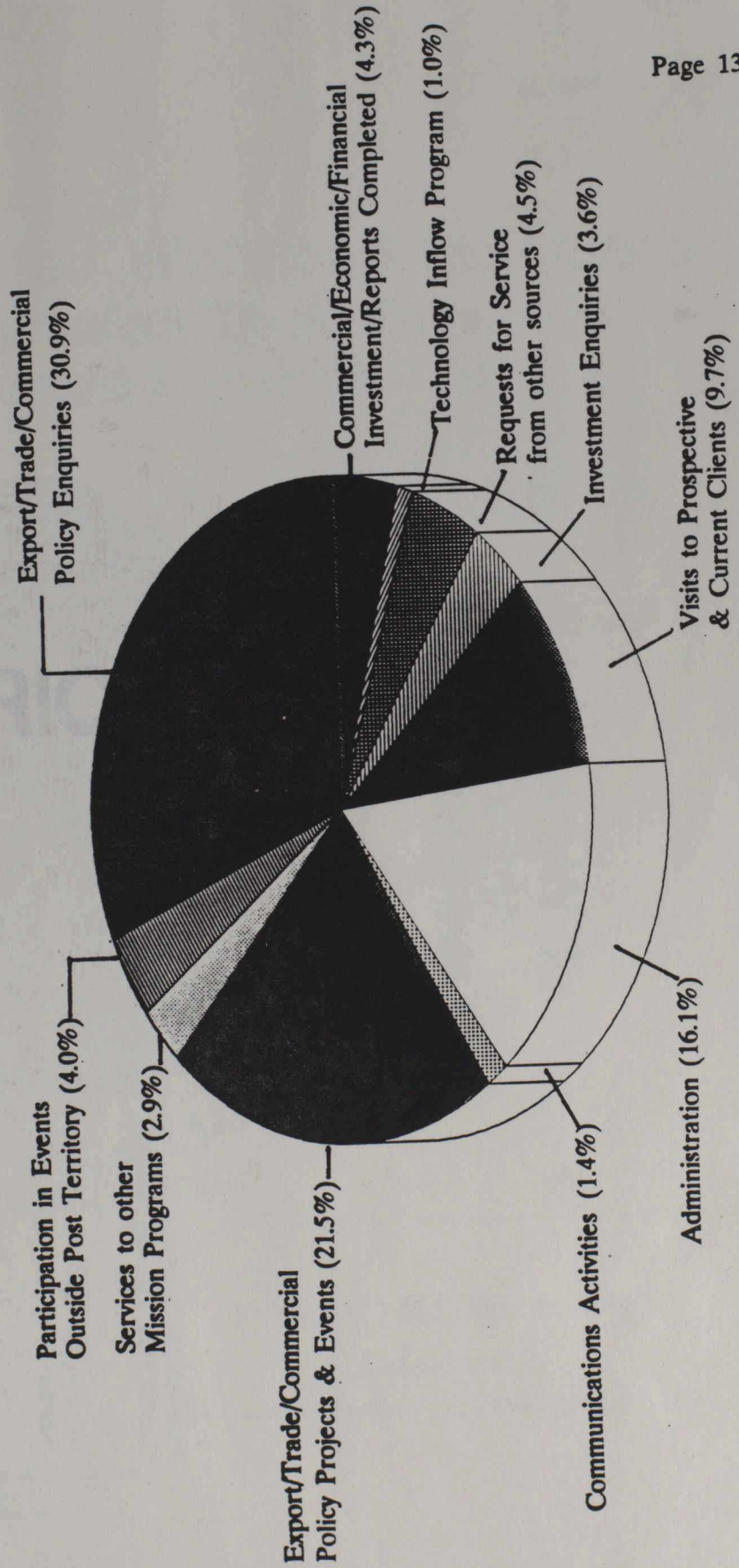
FY April 1989 - March 1990



Focus of Workload Activities by Region

U.S.A.

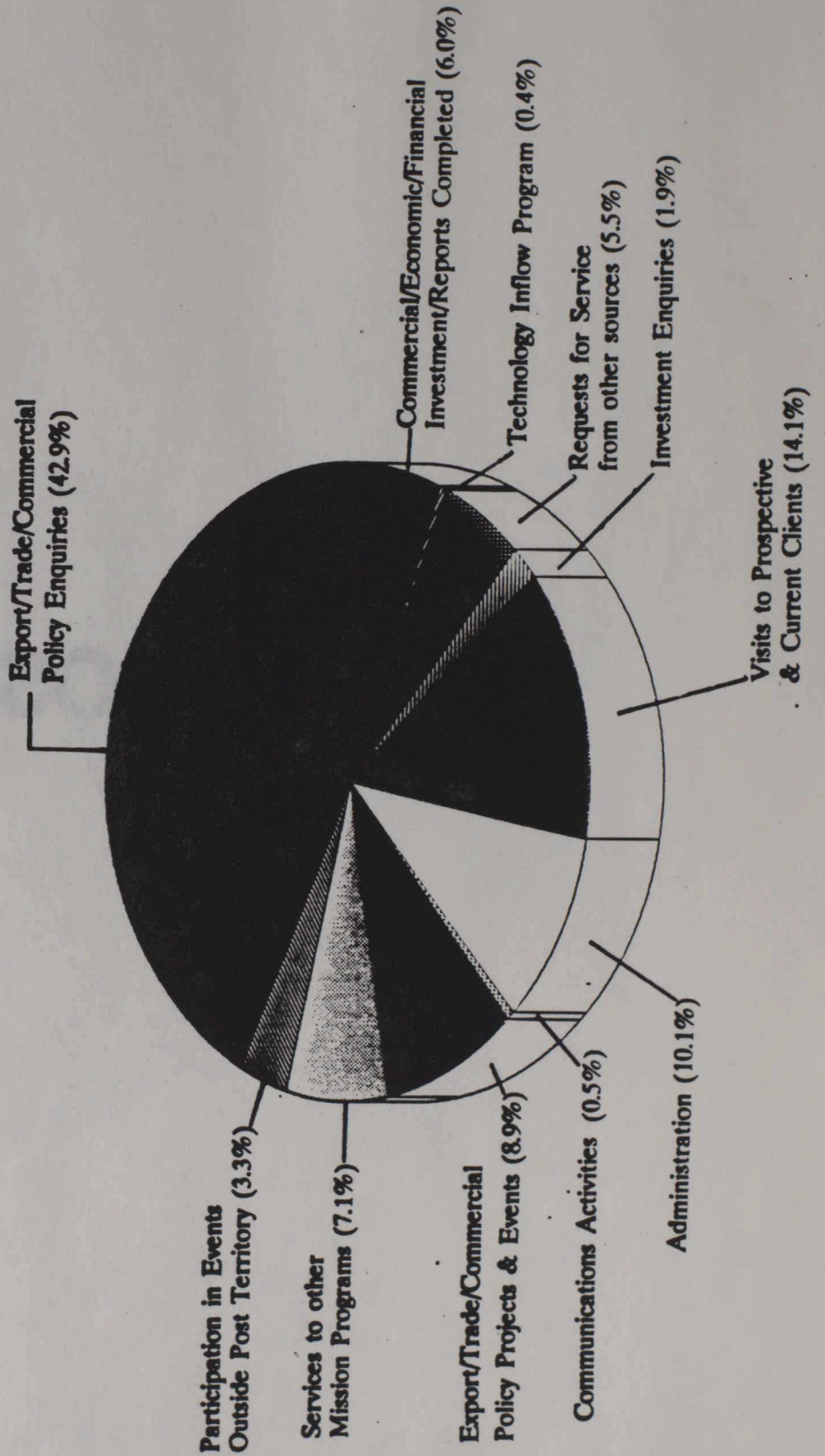
FY April 1989 - March 1990



Focus of Workload Activities

Africa Posts

FY April 1989 - March 1990

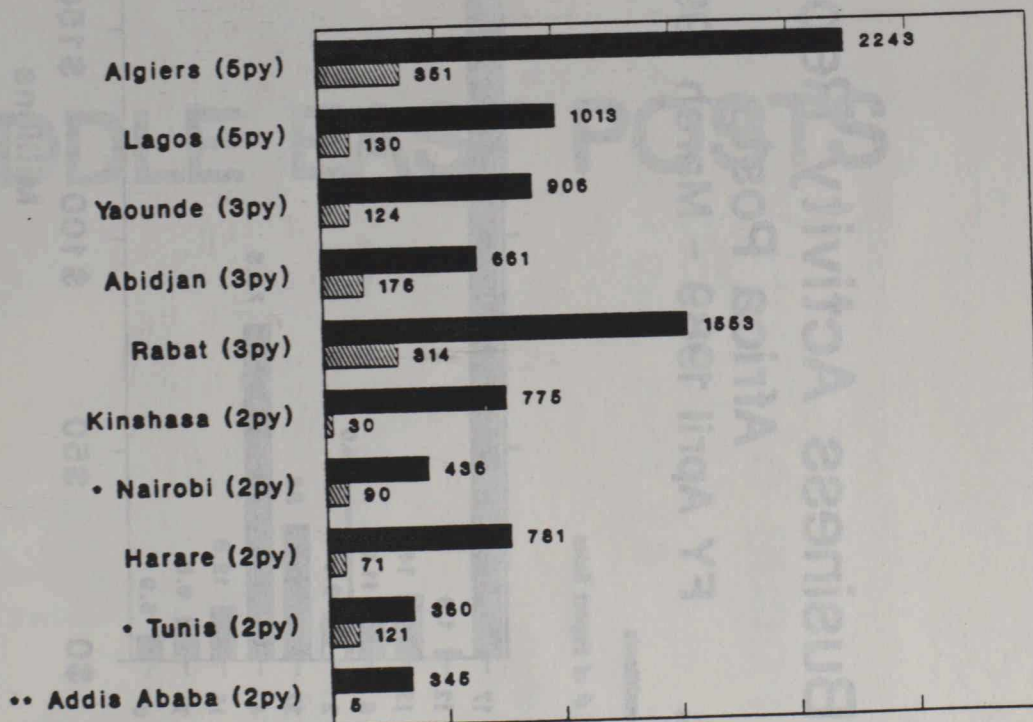


Selected Workload Indicators

Canadian Trade Enquiries

Canadian Business Visitors

Africa Posts



FY April 1989-March 1990

CANADIAN

■ Trade Enquiries ▨ Business Visitors

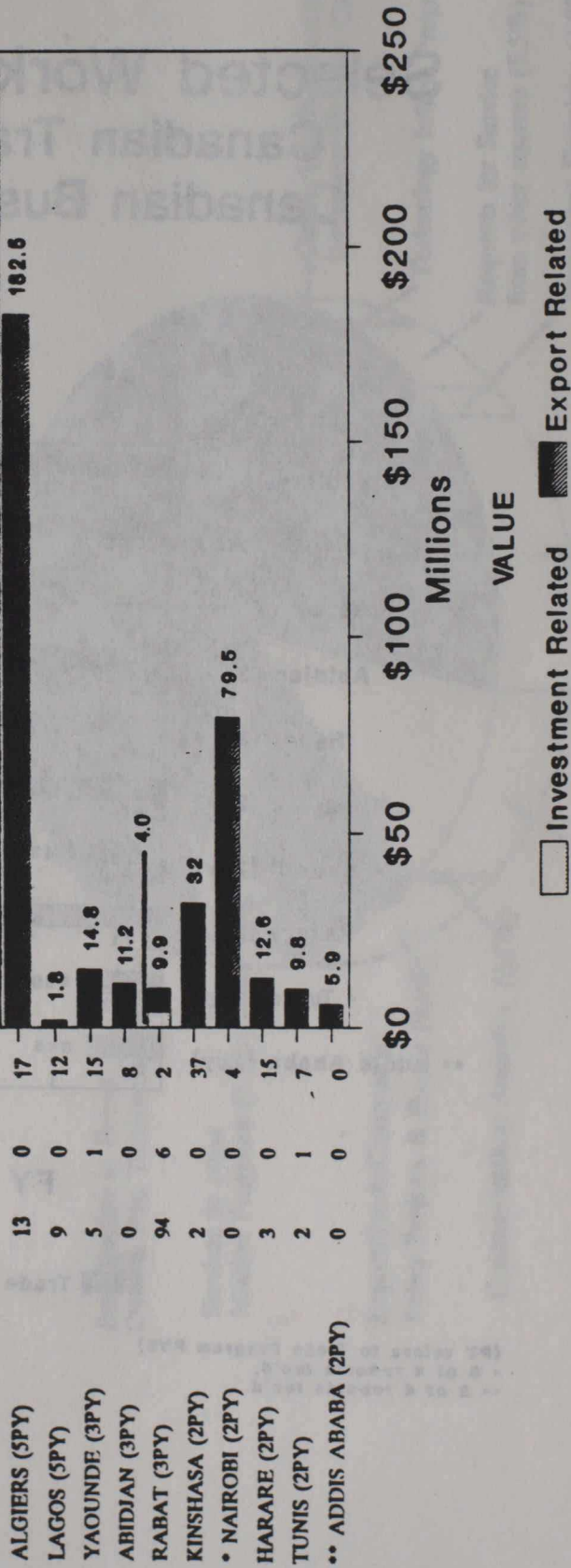
(PY refers to Trade Program PYS)
 • 3 of 4 reports rec'd.
 •• 2 of 4 reports rec'd

Business Activity Reported Africa Posts FY April 1989 - March 1990

of New buyin.
Conn & Agencies

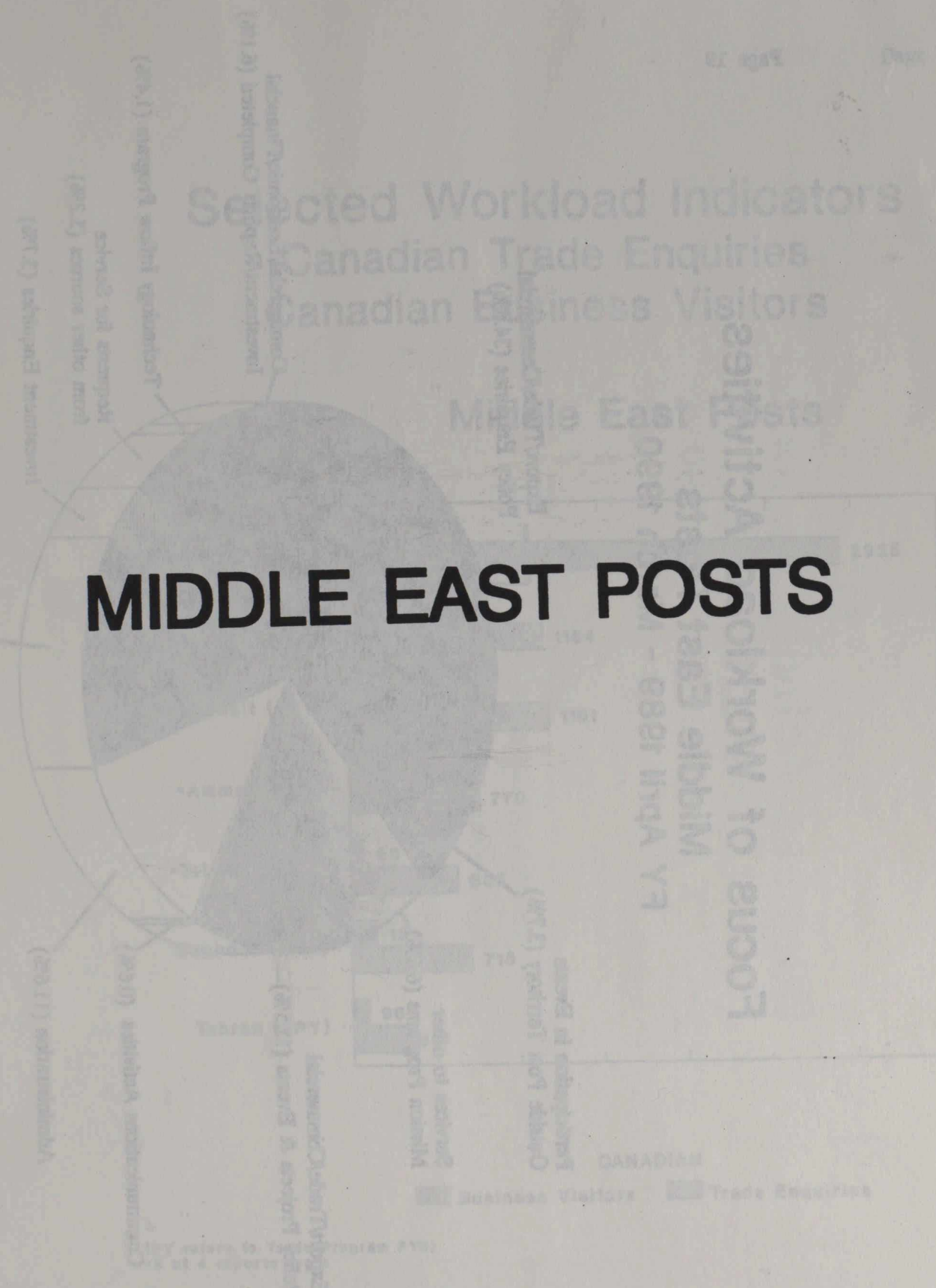
of Investments

of Export Sales

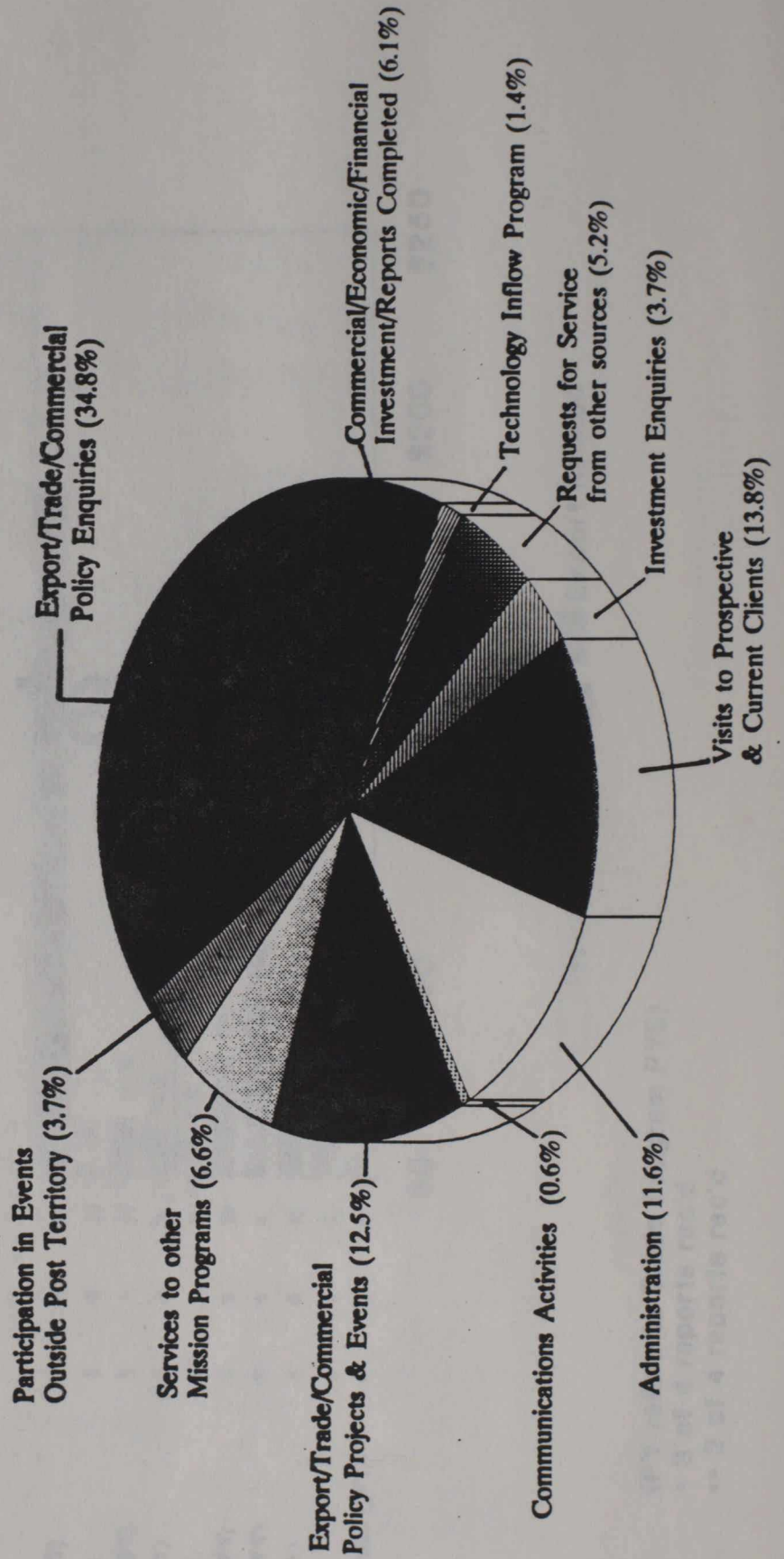


(PY refers to Trade Program PYS)
 * 3 of 4 reports rec'd
 ** 2 of 4 reports rec'd

MIDDLE EAST POSTS



Focus of Workload Activities Middle East Posts FY April 1989 - March 1990

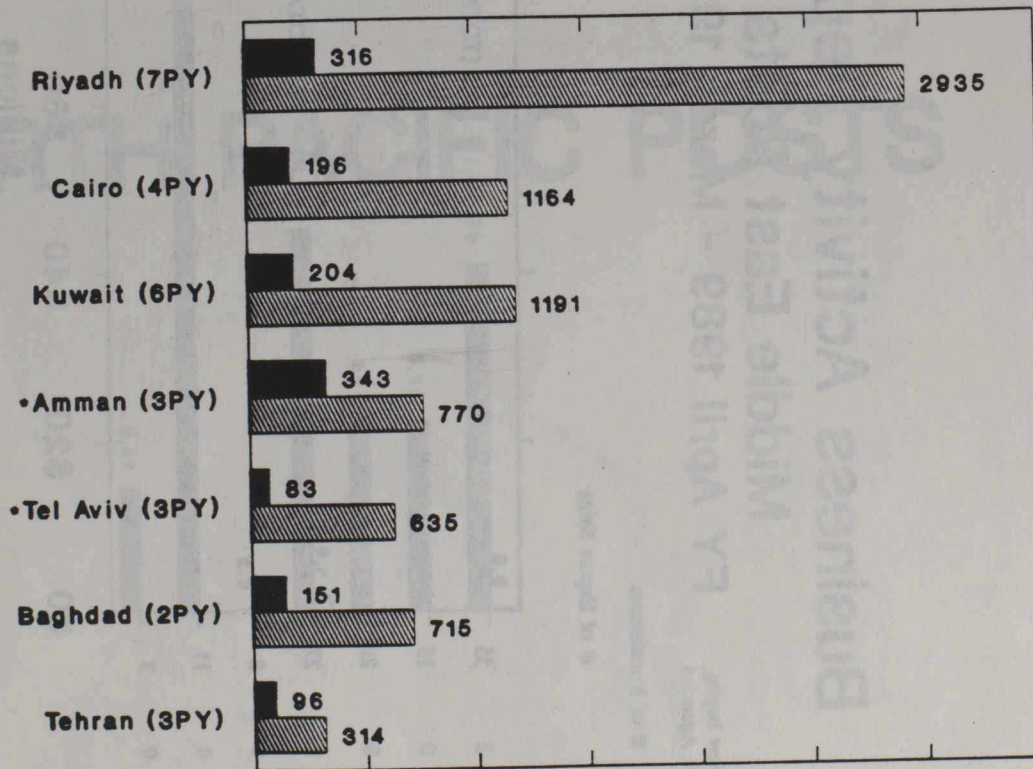


Selected Workload Indicators

Canadian Trade Enquiries

Canadian Business Visitors

Middle East Posts



CANADIAN

■ Business Visitors ▨ Trade Enquiries

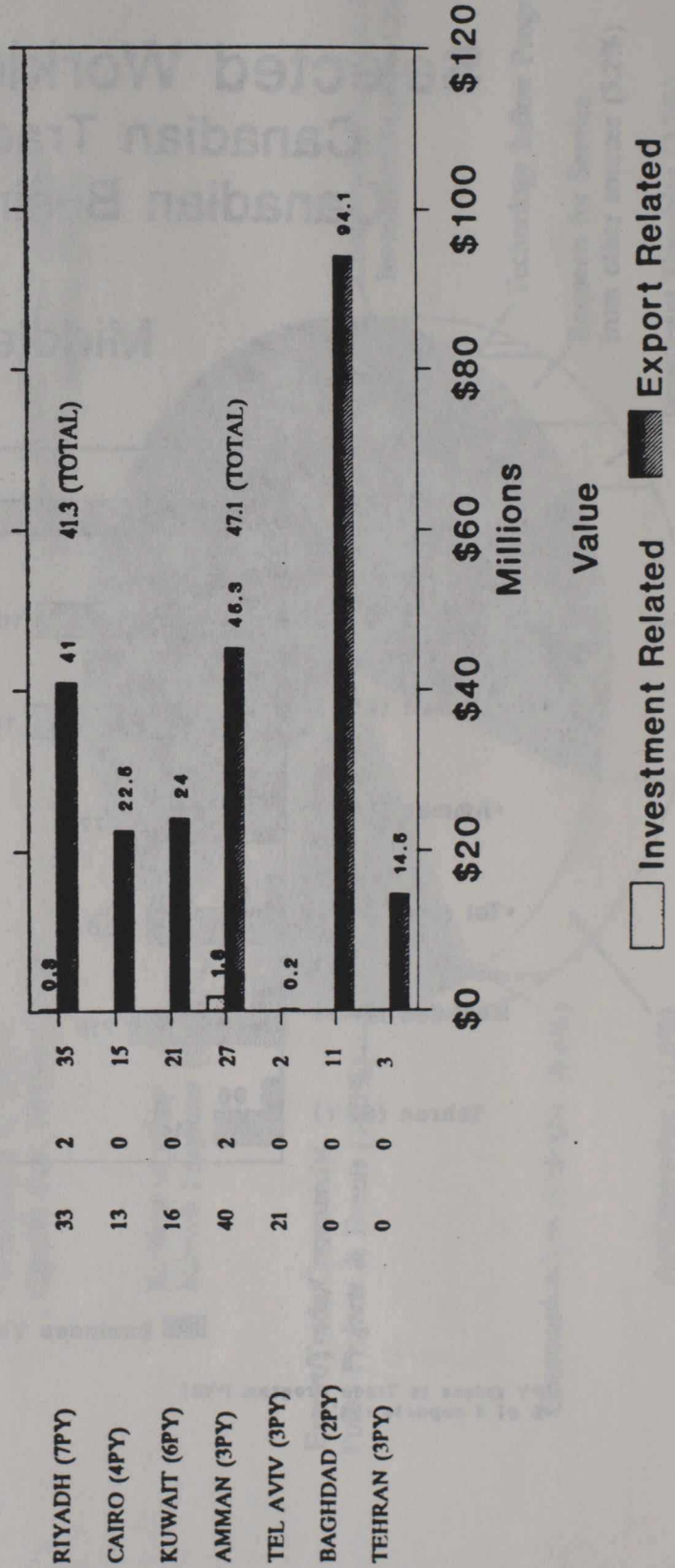
(PY refers to Trade Program PYS)
 •3 of 4 reports rec'd

Business Activity Reported Middle East Posts FY April 1989 - March 1990

of New buying
Conn & Agencies

of Investments

of Export Sales



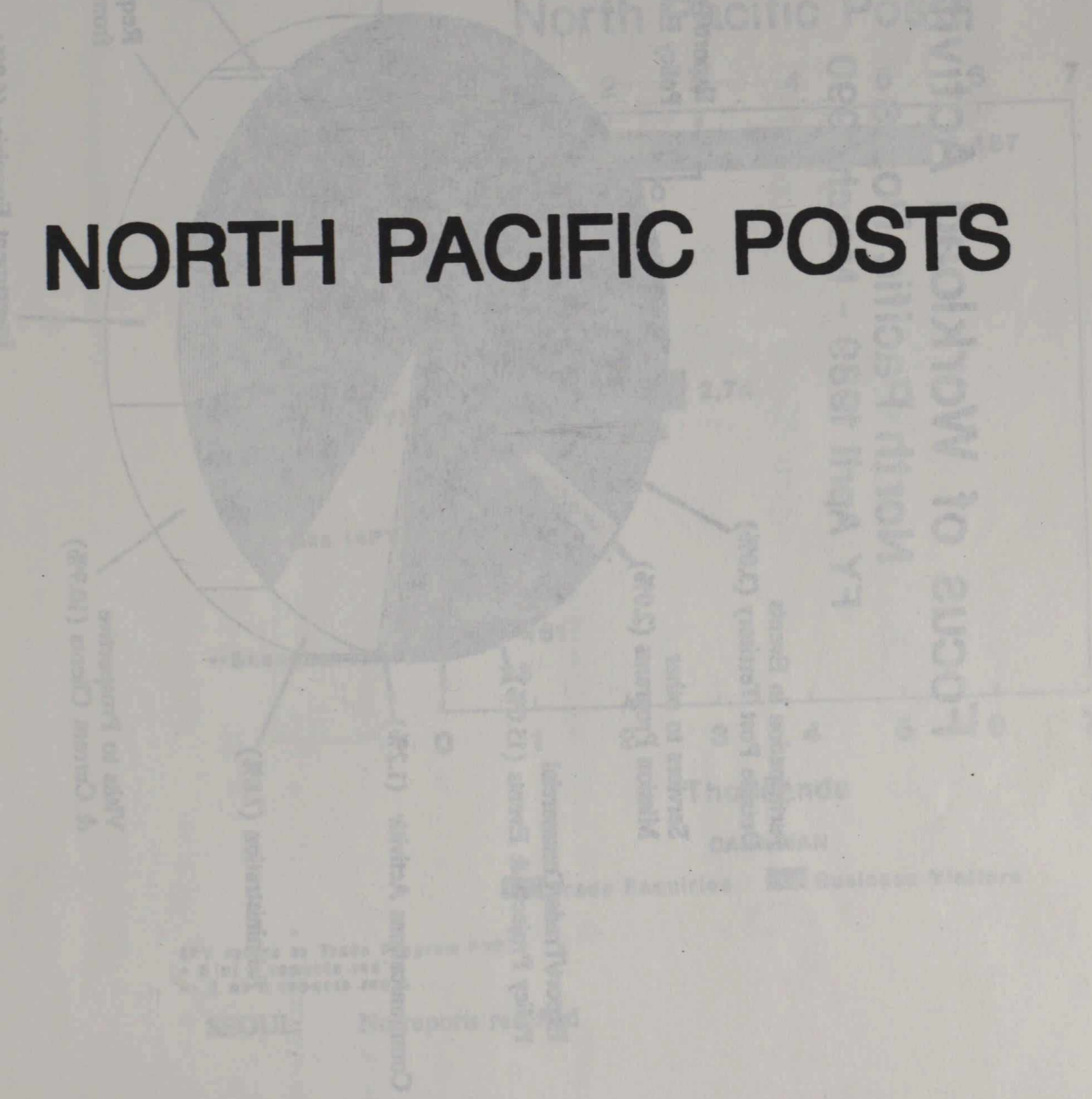
(PY refers to Trade Program PYS)

Selected Workload Indicators

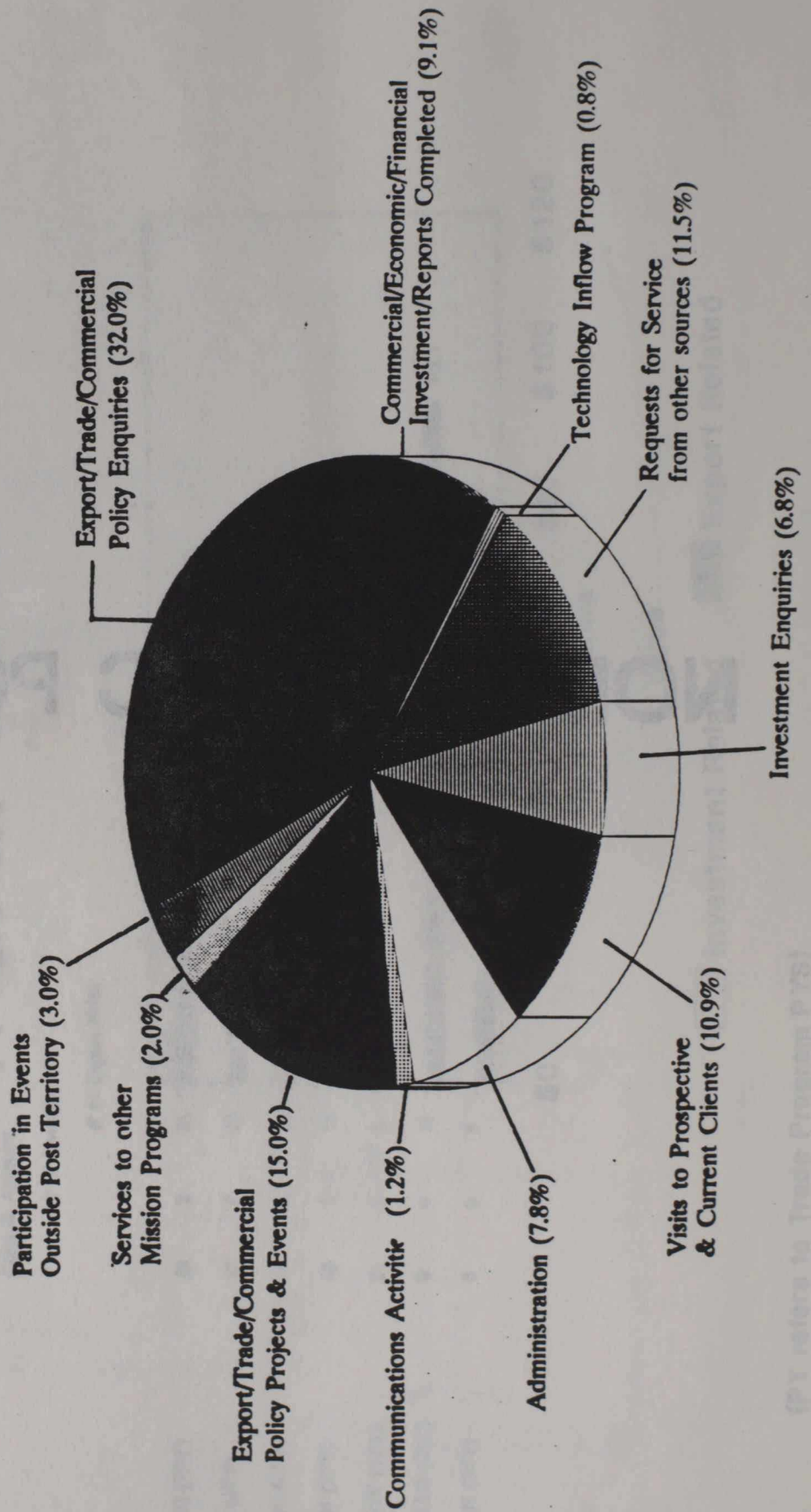
Canadian Trade Enquiries

Canadian Business Visitors

NORTH PACIFIC POSTS



Focus of Workload Activities North Pacific Posts FY April 1989 - March 1990

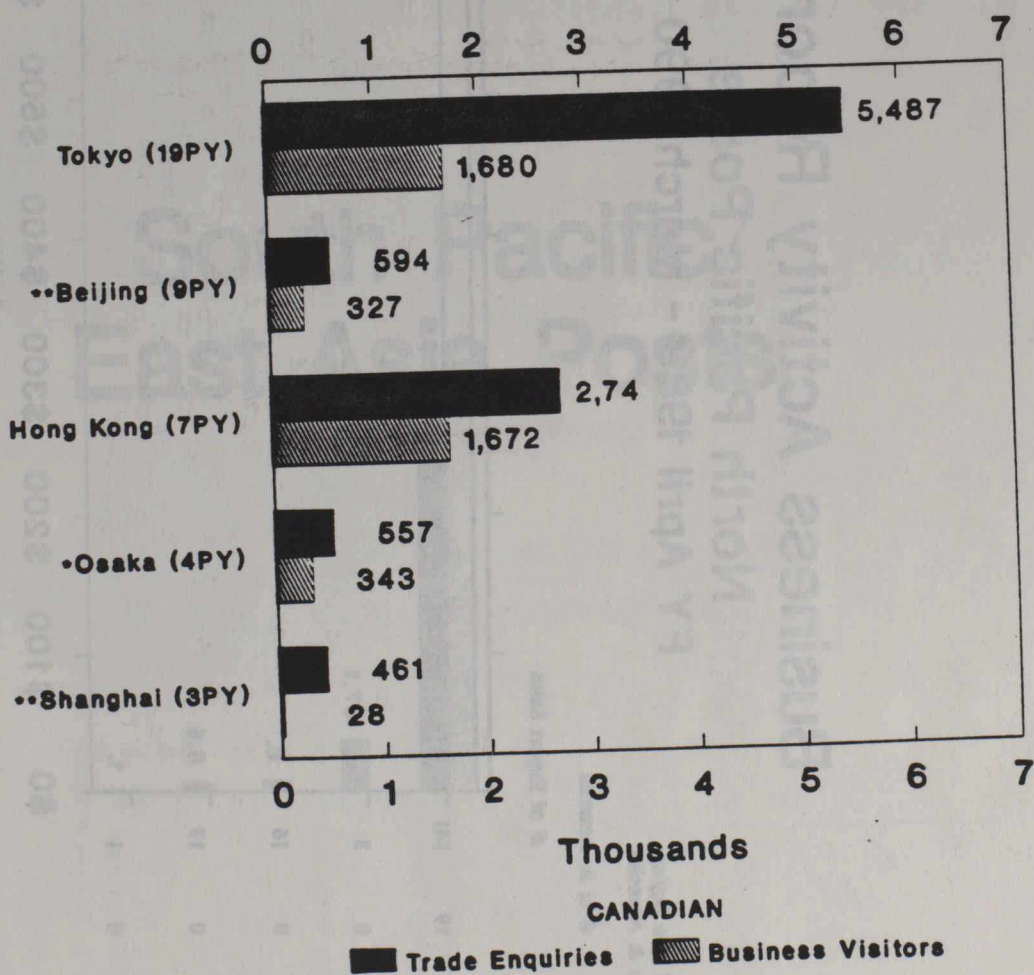


Selected Workload Indicators

Canadian Trade Enquiries

Canadian Business Visitors

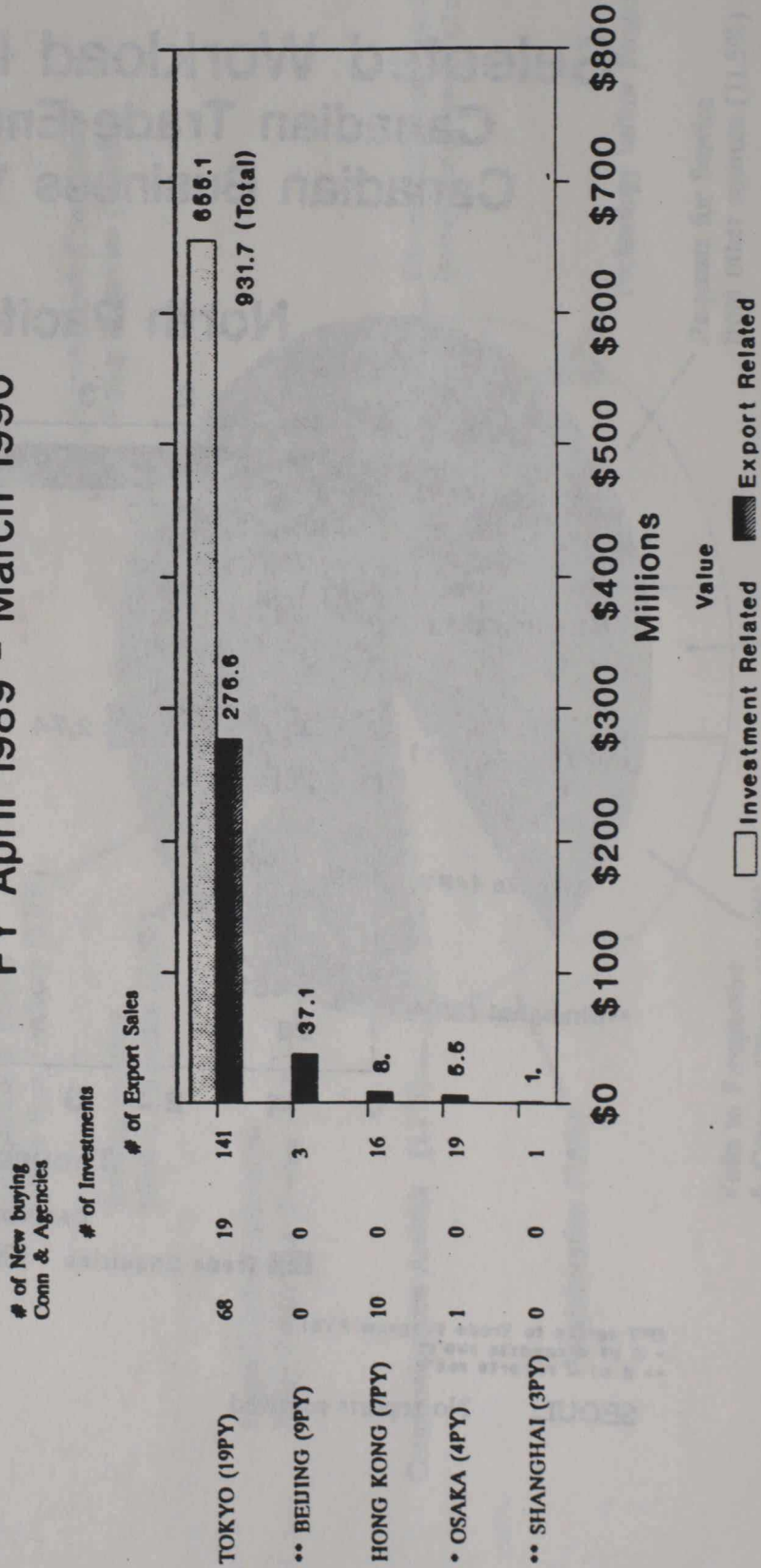
North Pacific Posts



(PY refers to Trade Program PYS)
 • 3 of 4 reports rec'd
 •• 2 of 4 reports rec'd

SEOUL: No reports received

Business Activity Reported North Pacific Posts FY April 1989 - March 1990

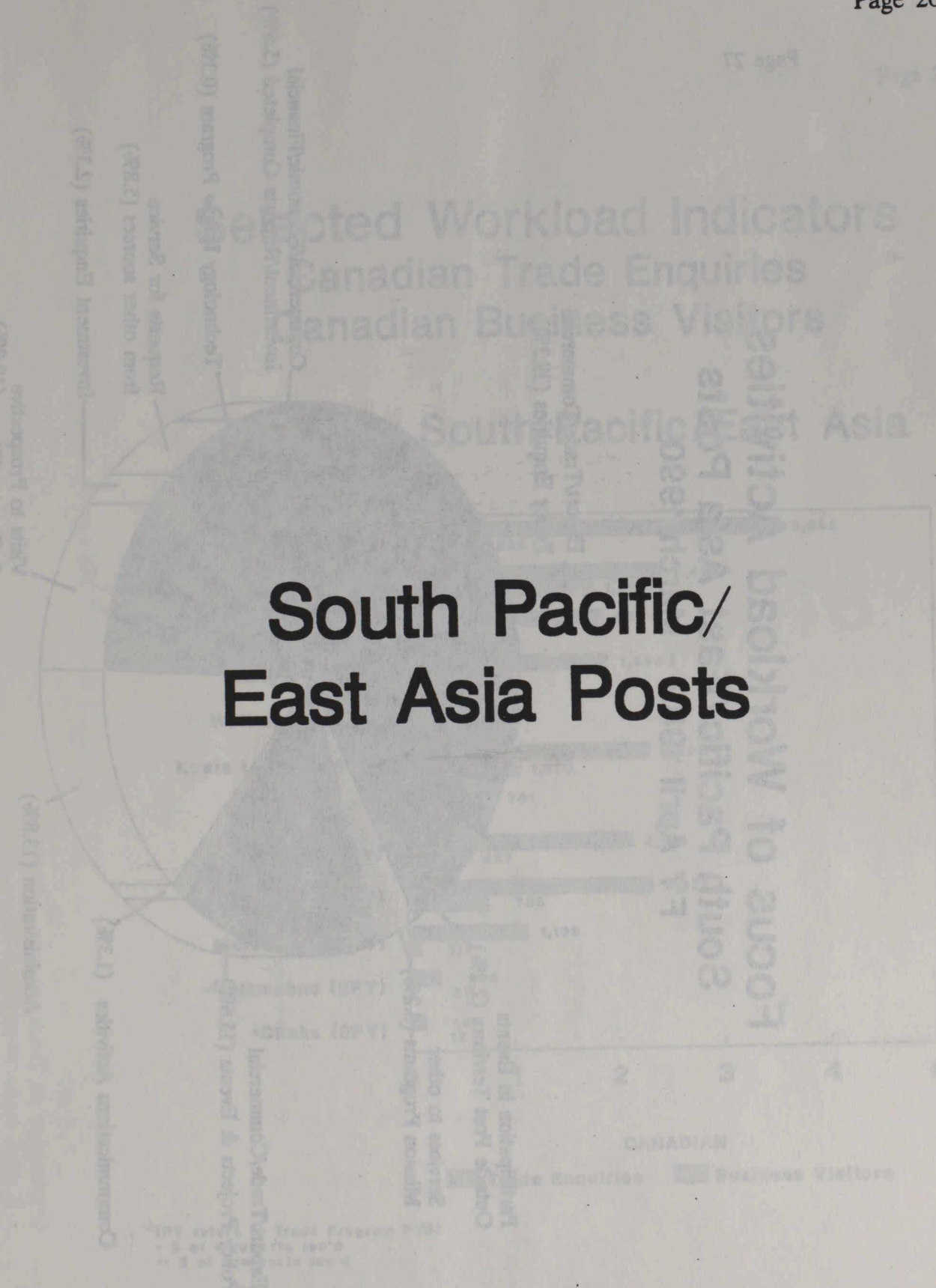


(PY refers to Trade Program PYS)

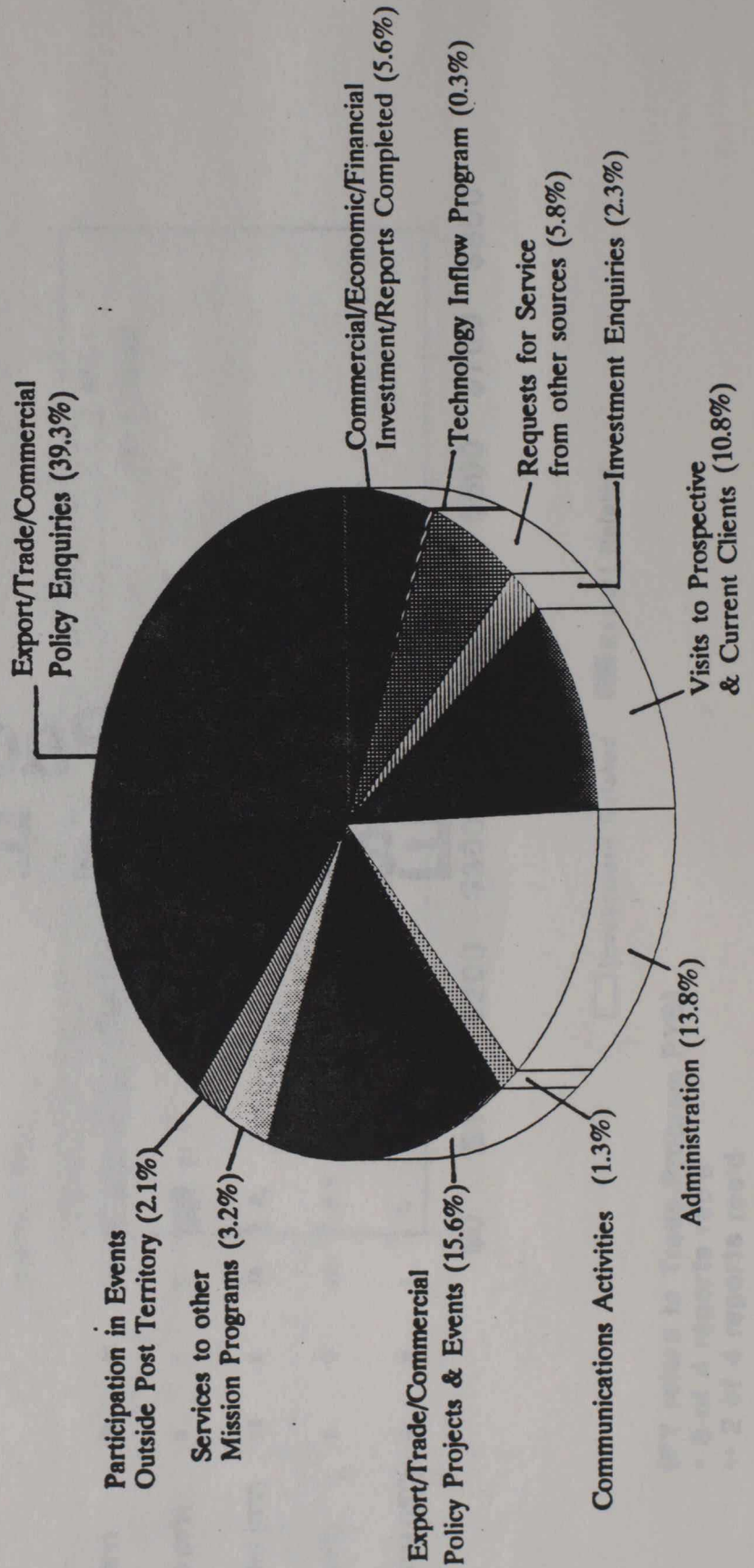
- * 3 of 4 reports rec'd
- ** 2 of 4 reports rec'd

SEOUL: No reports received

South Pacific/ East Asia Posts

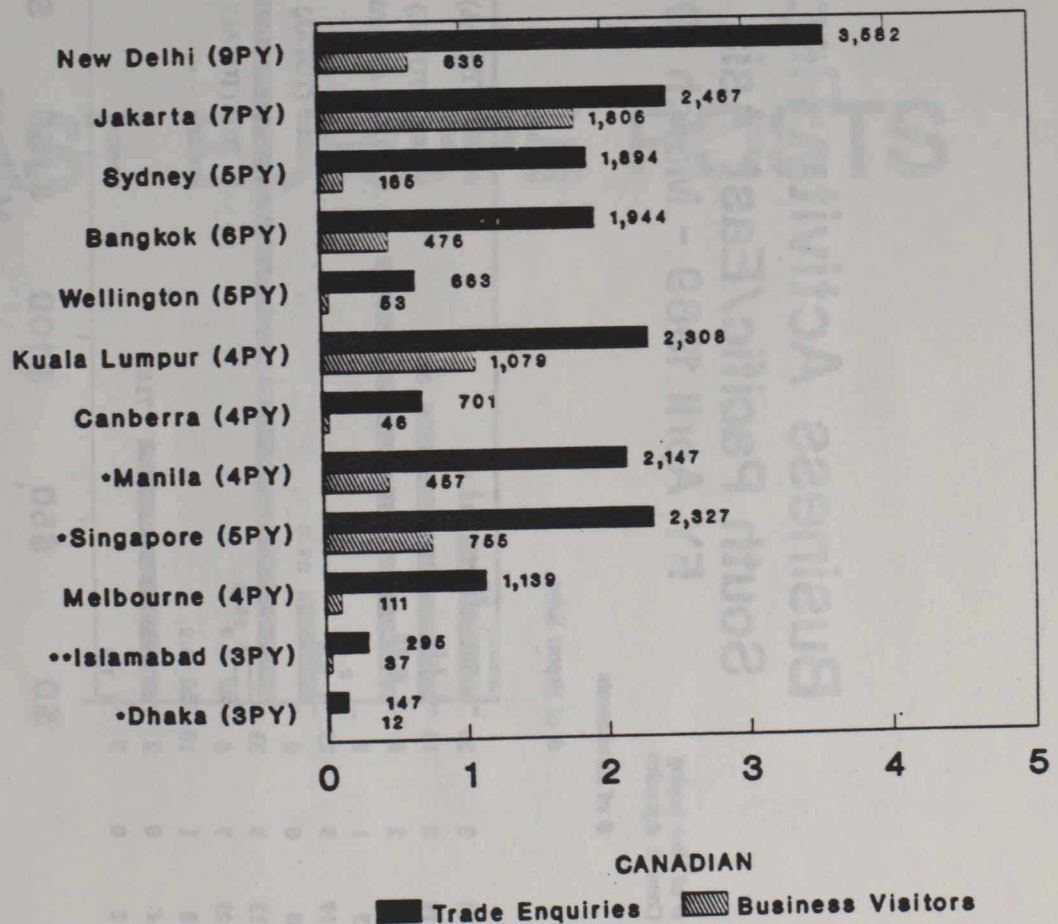


Focus of Workload Activities South Pacific/East Asia Posts FY April 1989 - March 1990



Selected Workload Indicators Canadian Trade Enquiries Canadian Business Visitors

South Pacific/East Asia



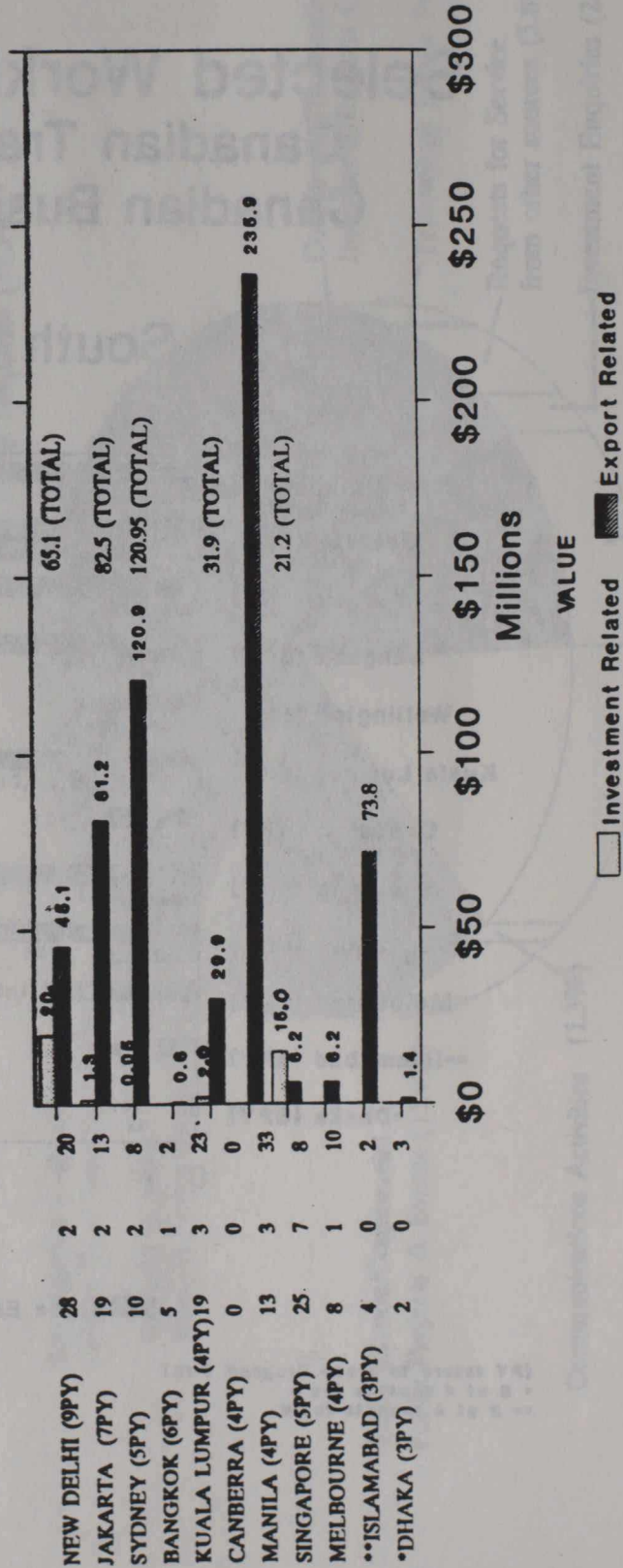
(PY refers to Trade Program PYS)
 • 3 of 4 reports rec'd
 •• 2 of 4 reports rec'd

Business Activity Reported South Pacific/East Asia Posts FY April 1989 - March 1990

of New buying
Conn & Agencies

of Investments

of Export Sales



(Py refers to Trade Program PYS)

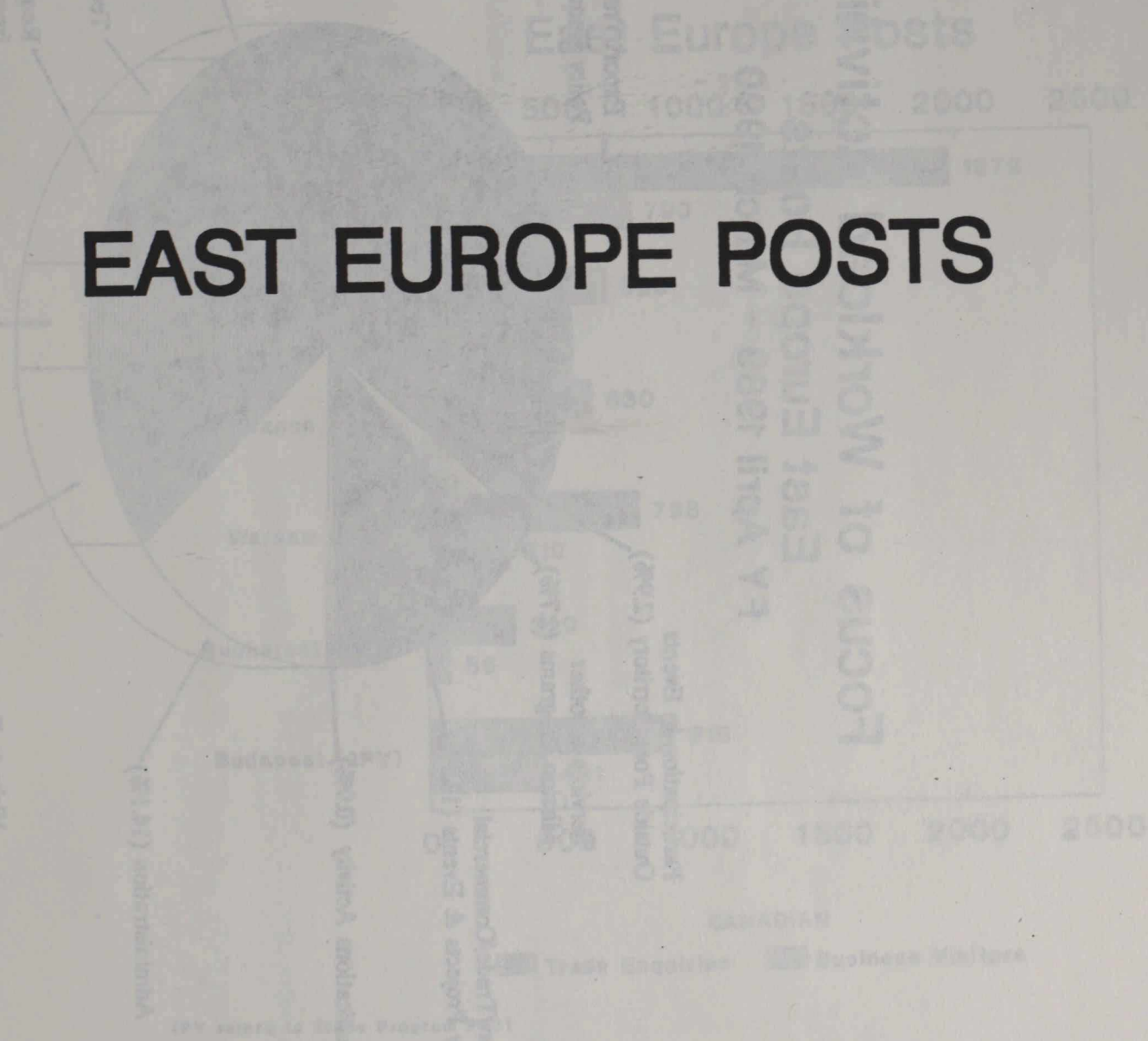
- 3 of 4 reports rec'd
- 2 of 4 reports rec'd

EAST EUROPE POSTS

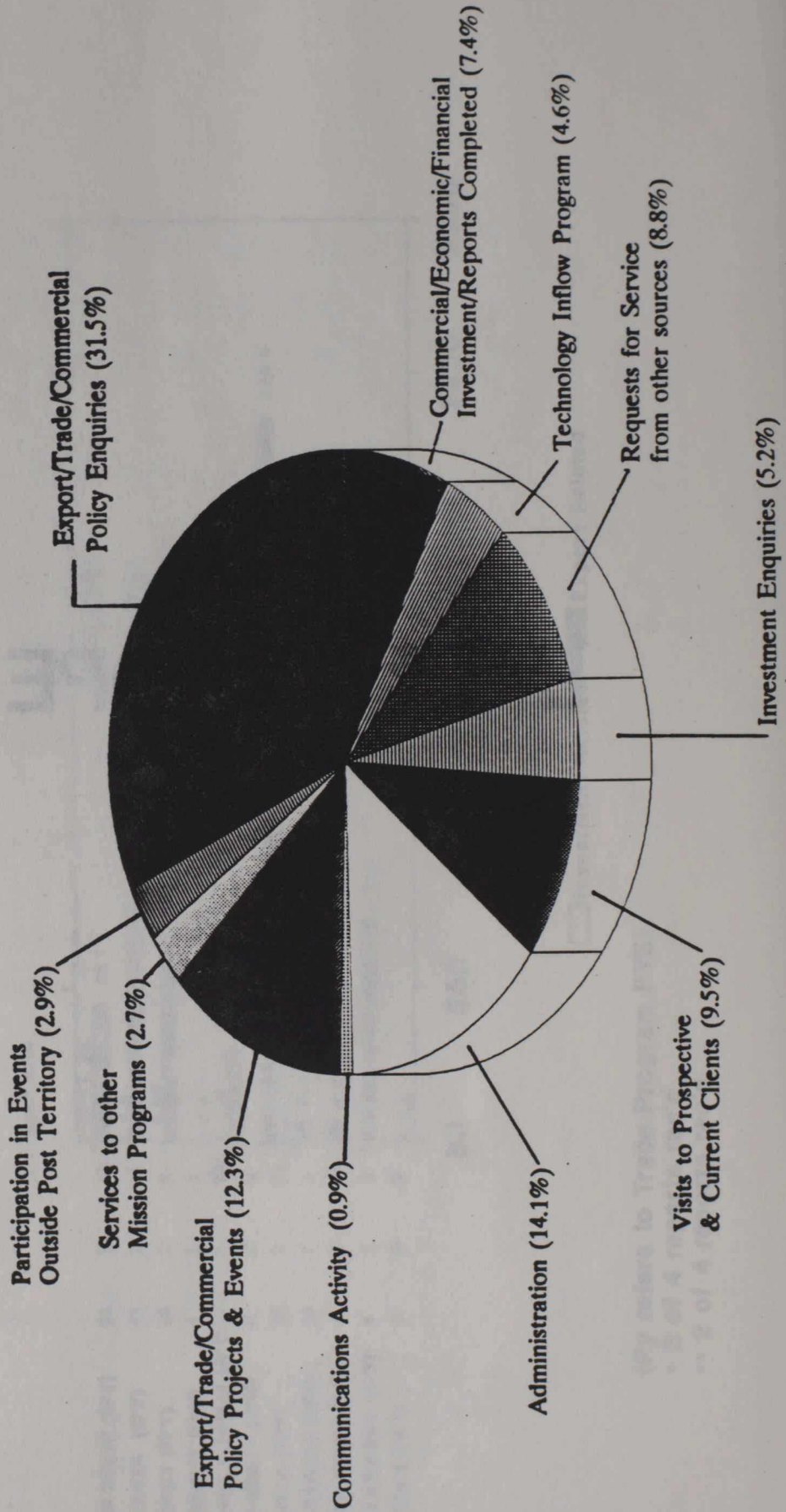
Selected Workload Indicators
Canadian Trade Enquiries
Canadian Business Visitors

East Europe Posts

500 1000 1500 2000 2500

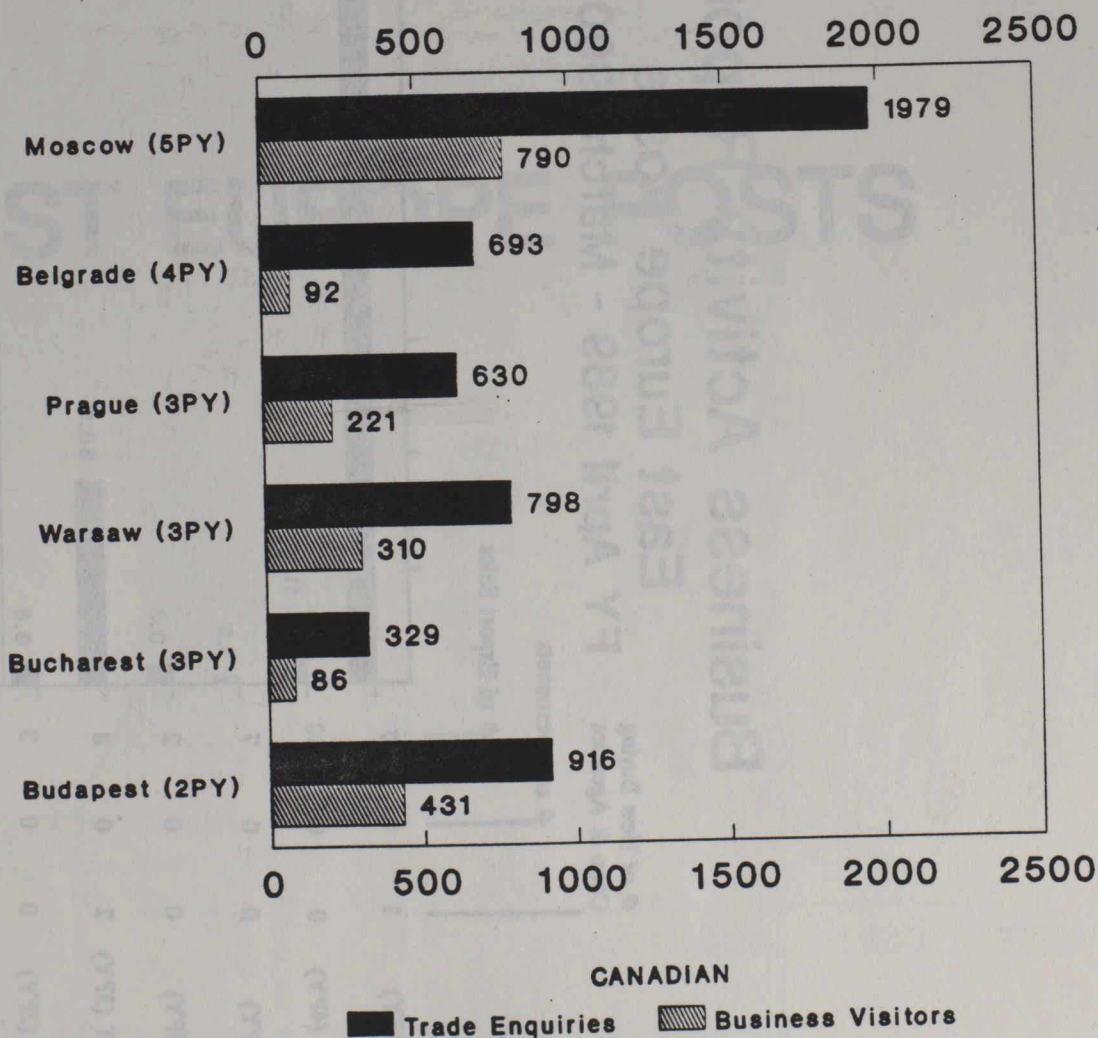


Focus of Workload Activities East Europe Posts FY April 1989 - March 1990



Selected Workload Indicators Canadian Trade Enquiries Canadian Business Visitors

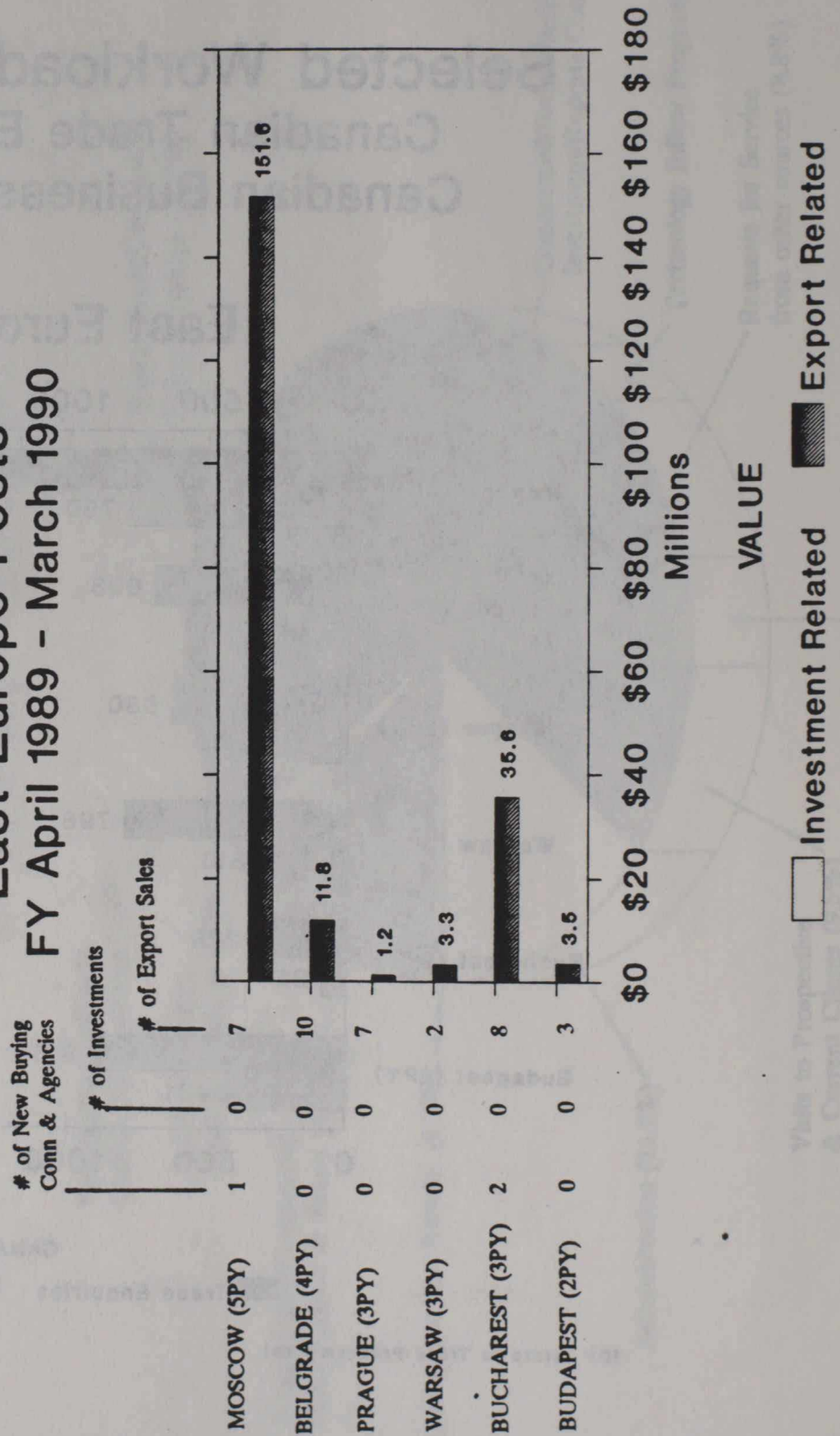
East Europe Posts



(PY refers to Trade Program PYS)

Business Activity Reported

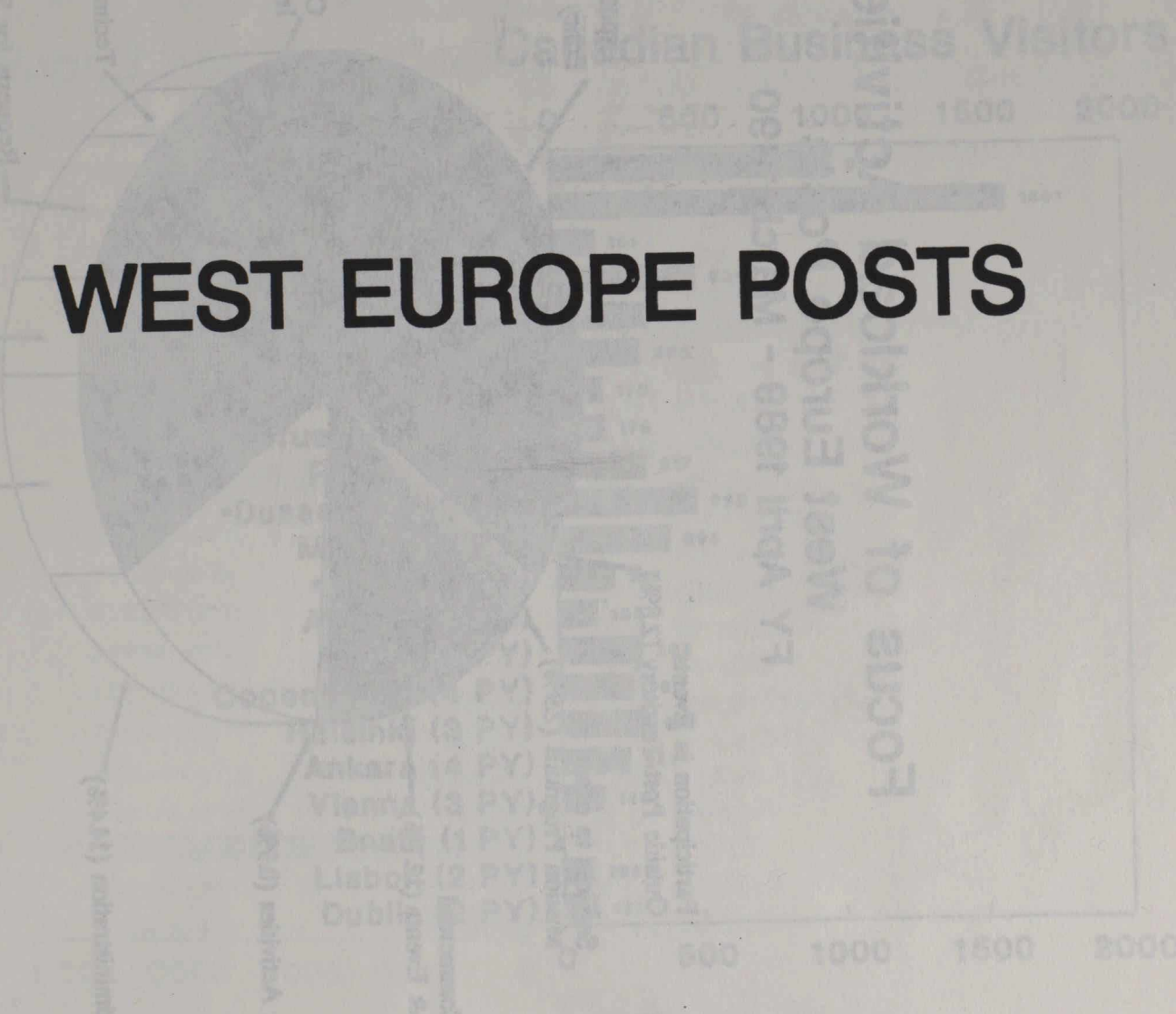
East Europe Posts FY April 1989 - March 1990



(PY refers to Trade Program PYS)

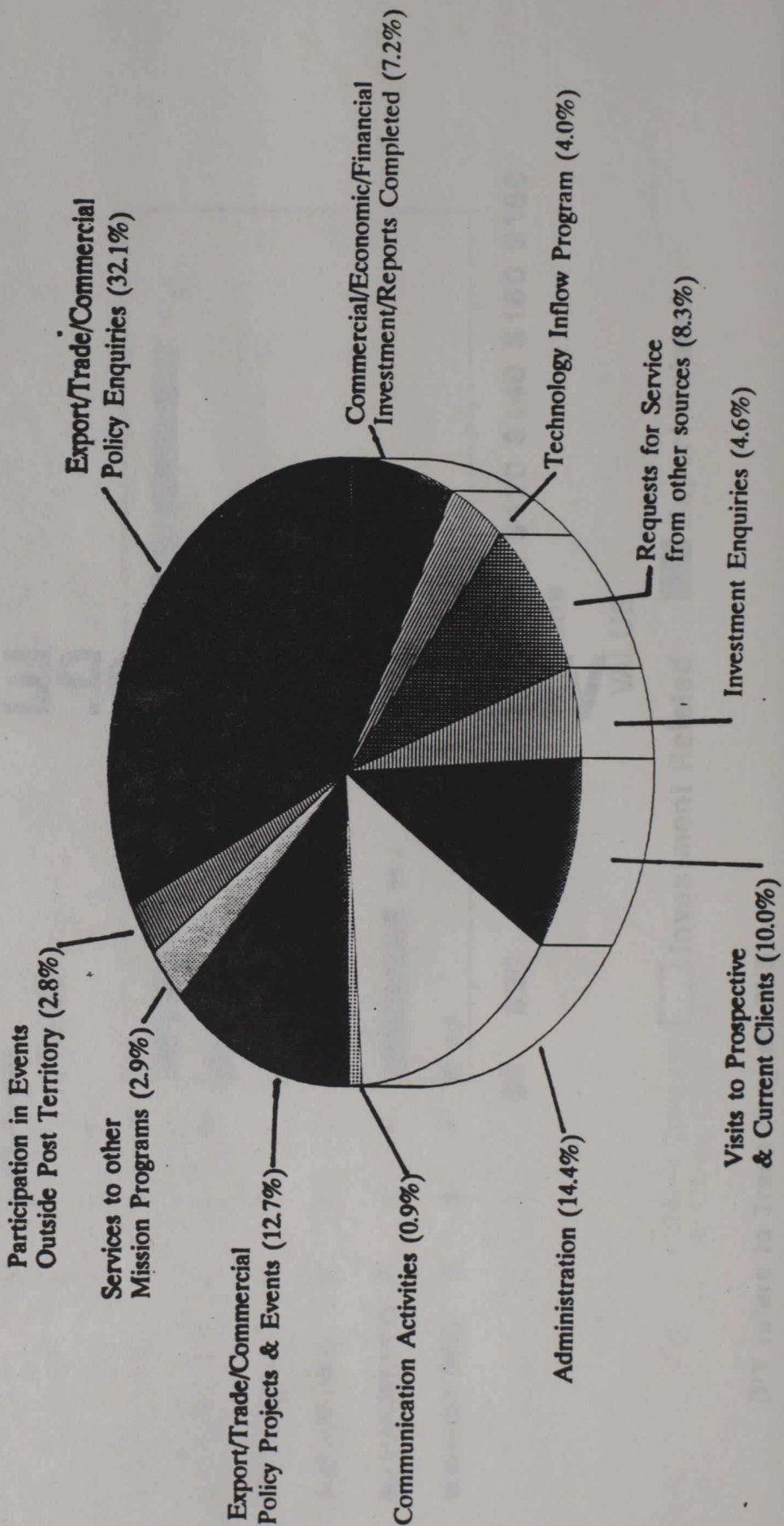
Selected Workload Indicators West Europe Posts FY April 1989 - March 1990

WEST EUROPE POSTS



(FY refers to Training Program FY)
• 3 of 4 reports

Focus of Workload Activities West Europe Posts FY April 1989 - March 1990

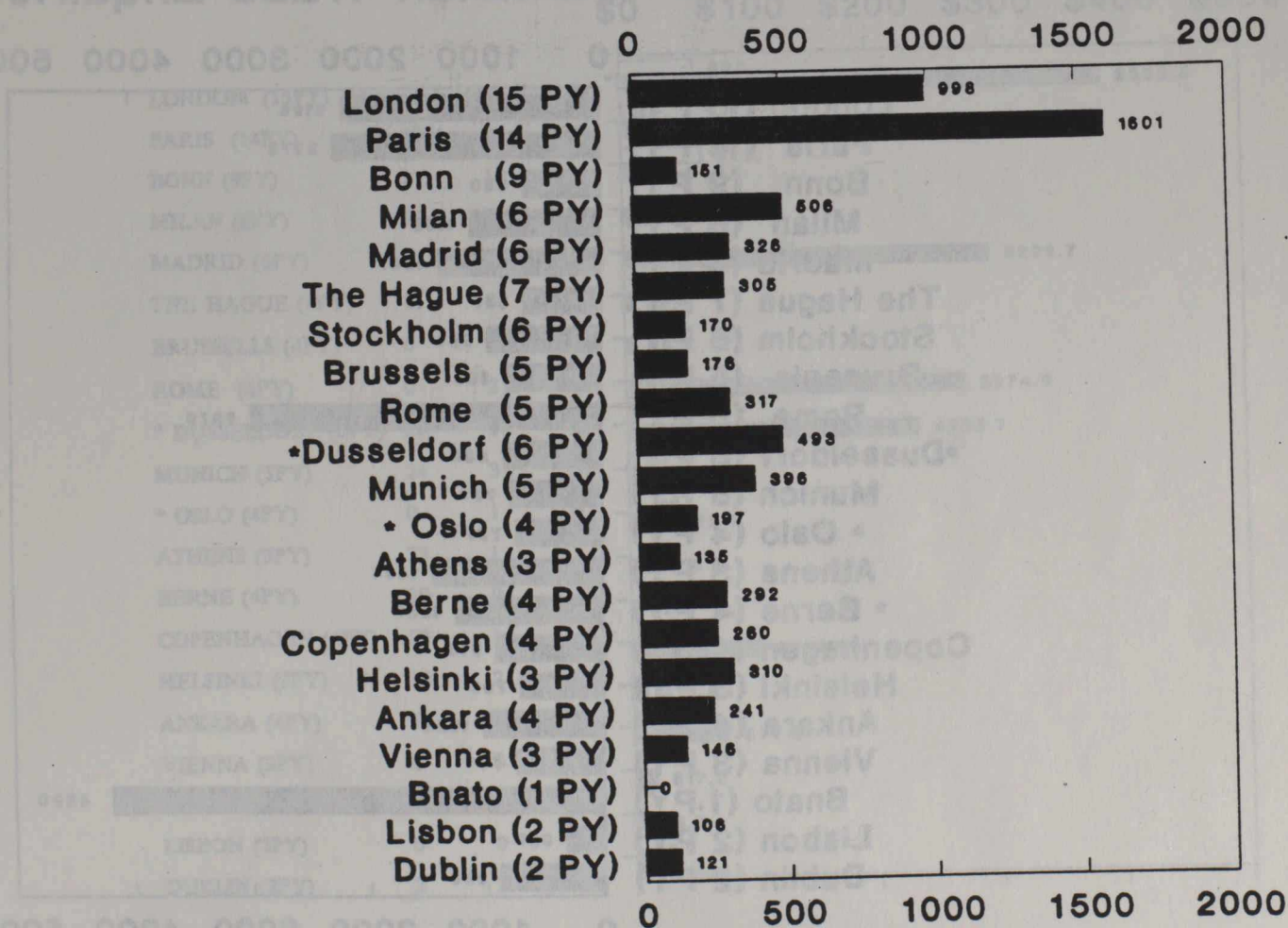


Selected Workload Indicators

West Europe Posts

FY April 1989 - March 1990

Canadian Business Visitors

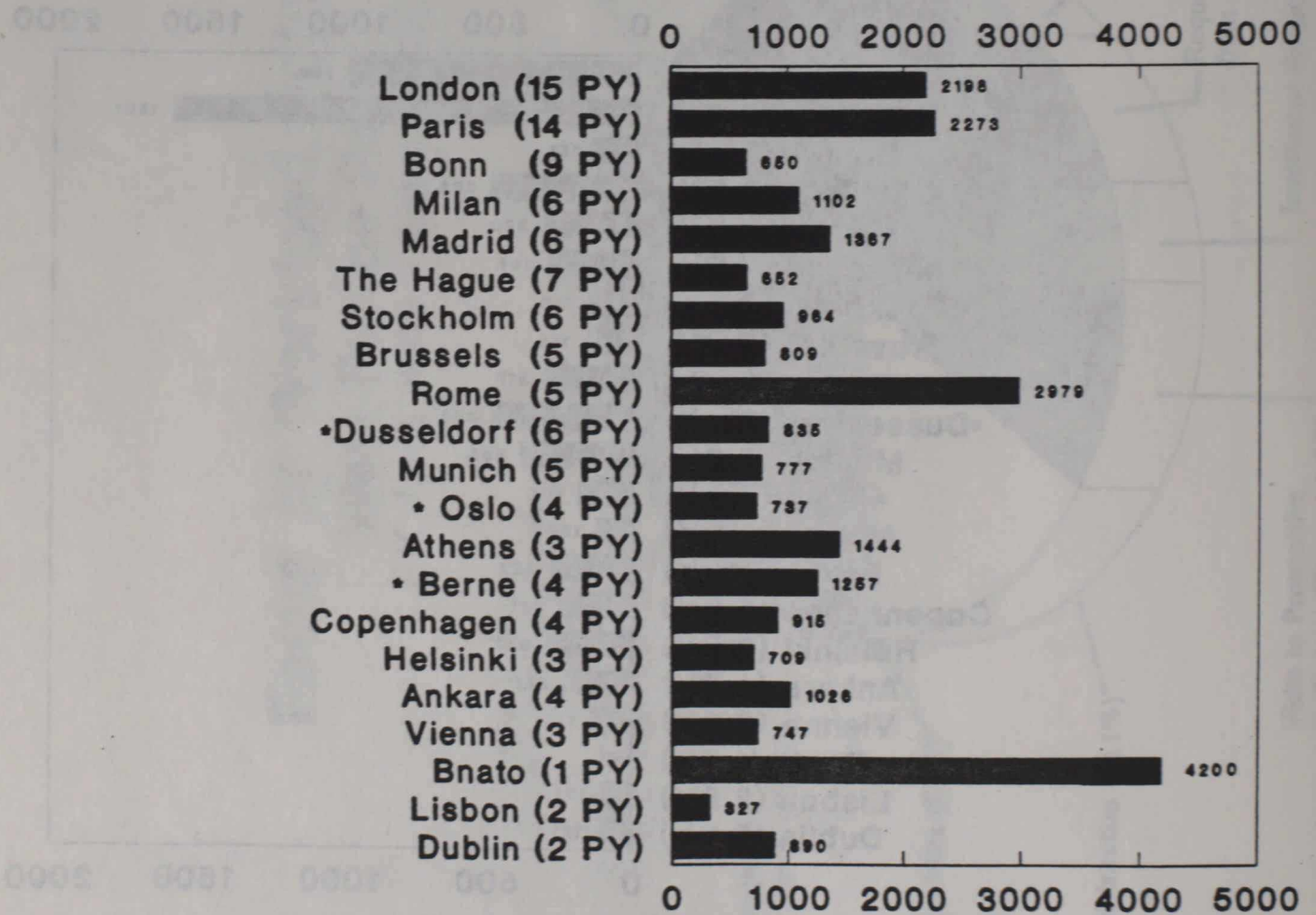


(PY refers to Trade Program PYS)
 • 3 of 4 reports rec'd

(PY refers to Trade Program PYS)
 • 3 of 4 reports rec'd

Selected Workload Indicators West Europe Posts FY April 1989 - March 1990

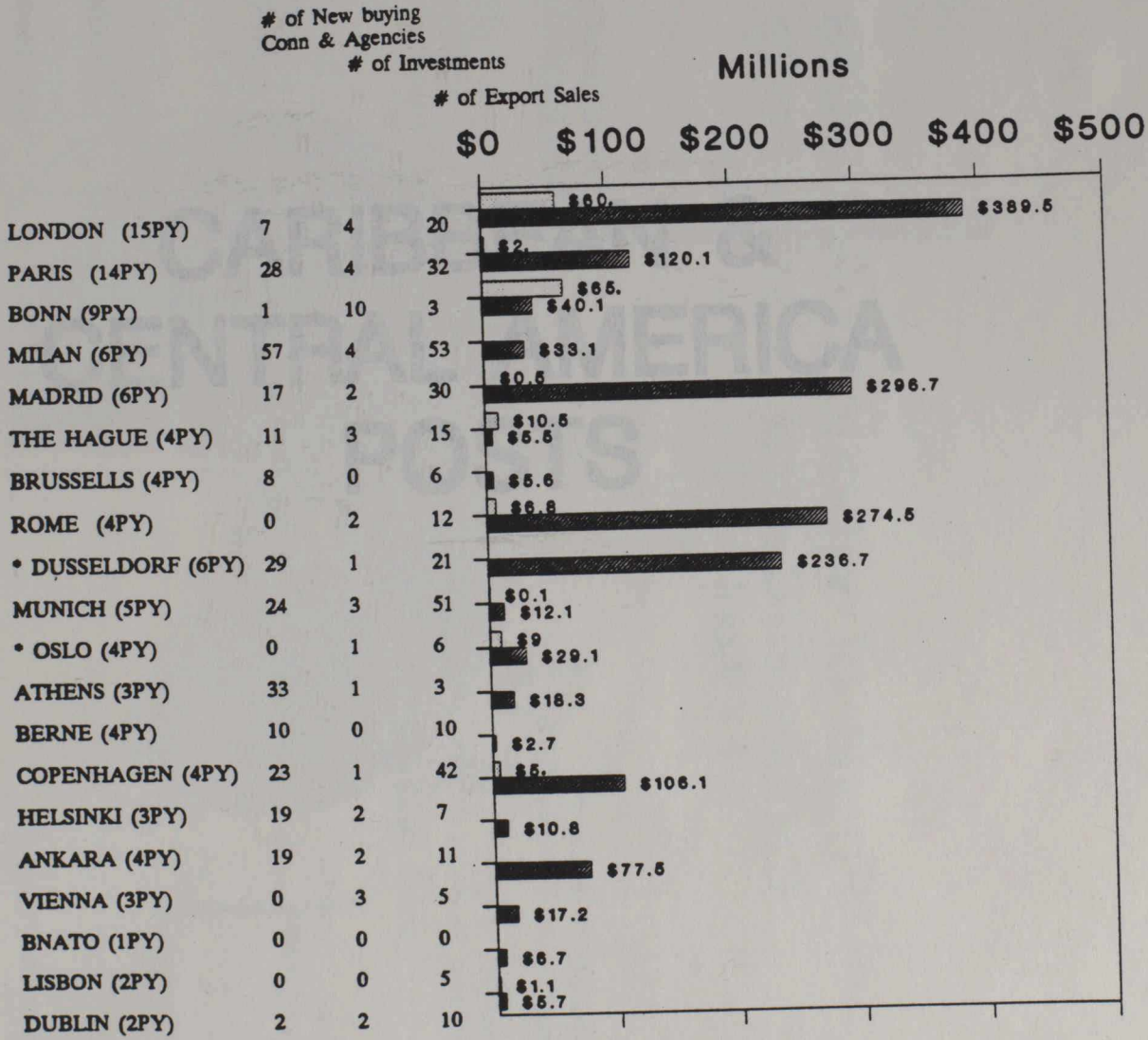
Canadian Trade Enquiries



(PY refers to Trade Program PYS)

* 3 of 4 reports rec'd

Business Activity Reported West Europe Posts FY April 1989 - March 1990



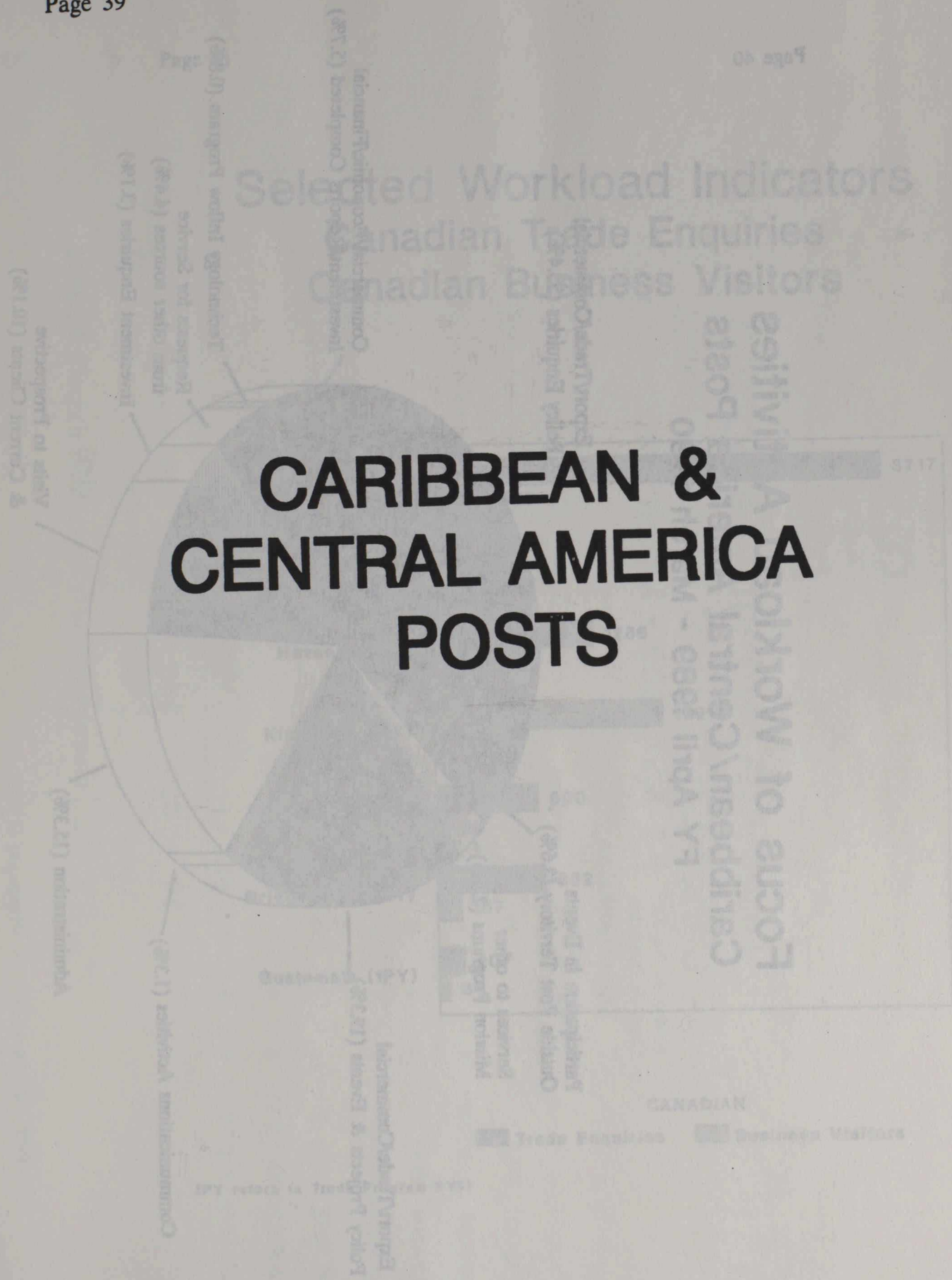
VALUE

Investment Related
 Export Related

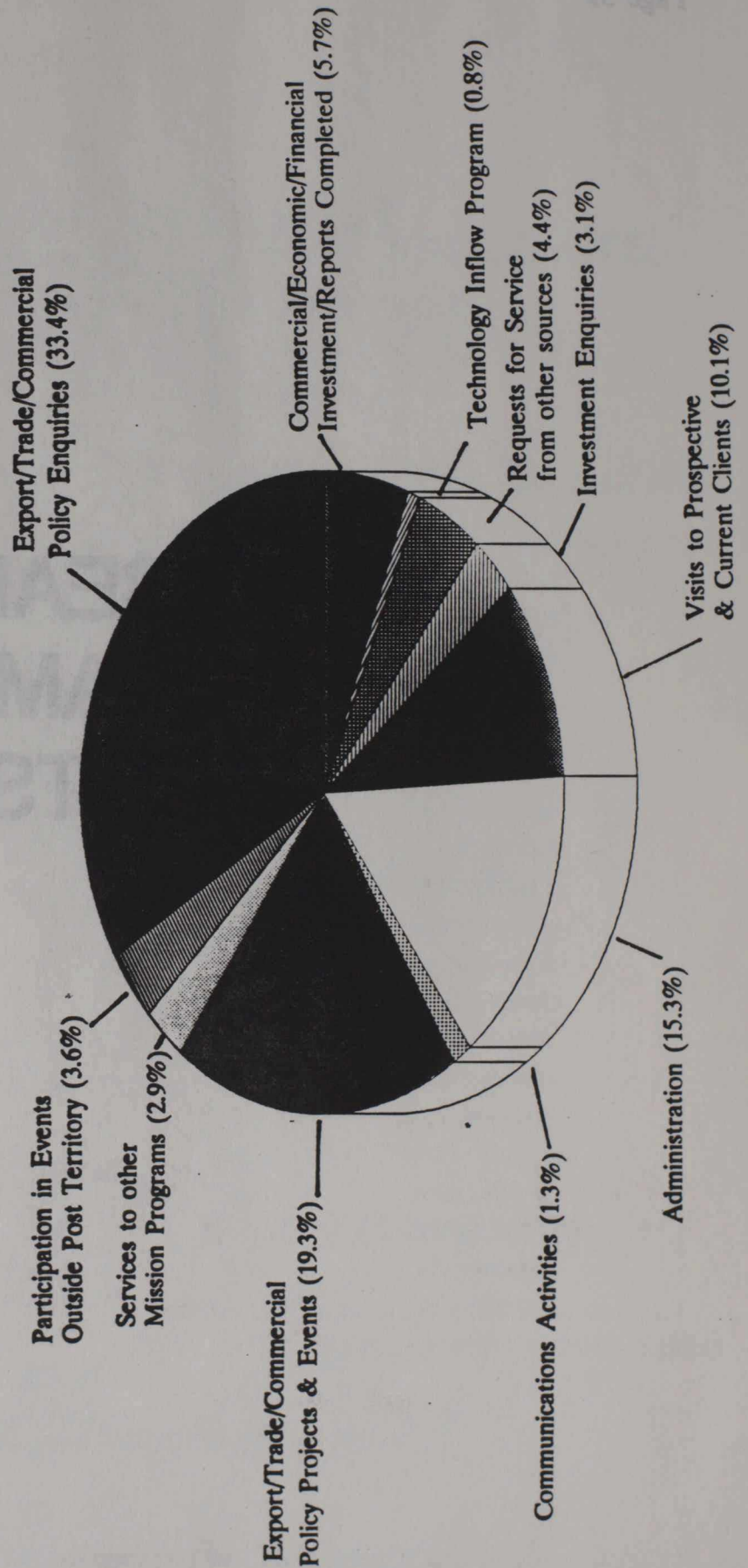
(PY refers to Trade Program PYS)
*3 of 4 reports rec'd

Selected Workload Indicators Canadian Trade Enquiries Canadian Business Visitors

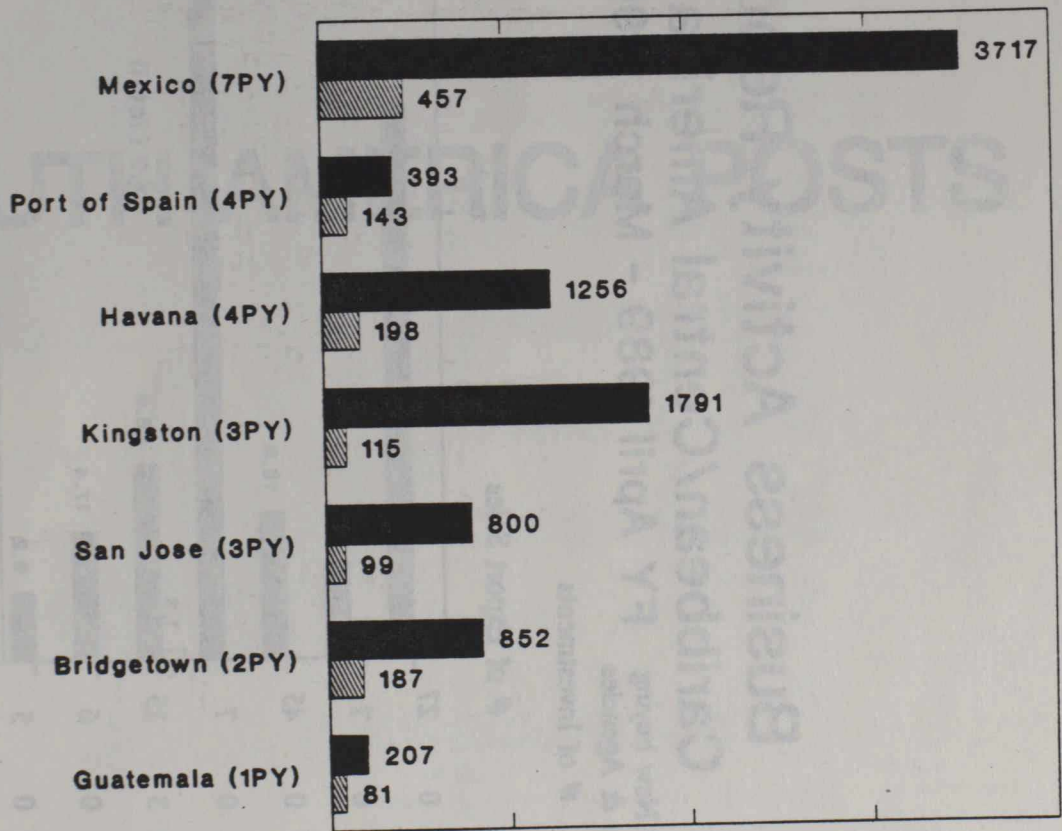
CARIBBEAN & CENTRAL AMERICA POSTS



Focus of Workload Activities Caribbean/Central America Posts FY April 1989 - March 1990



Selected Workload Indicators Canadian Trade Enquiries Canadian Business Visitors



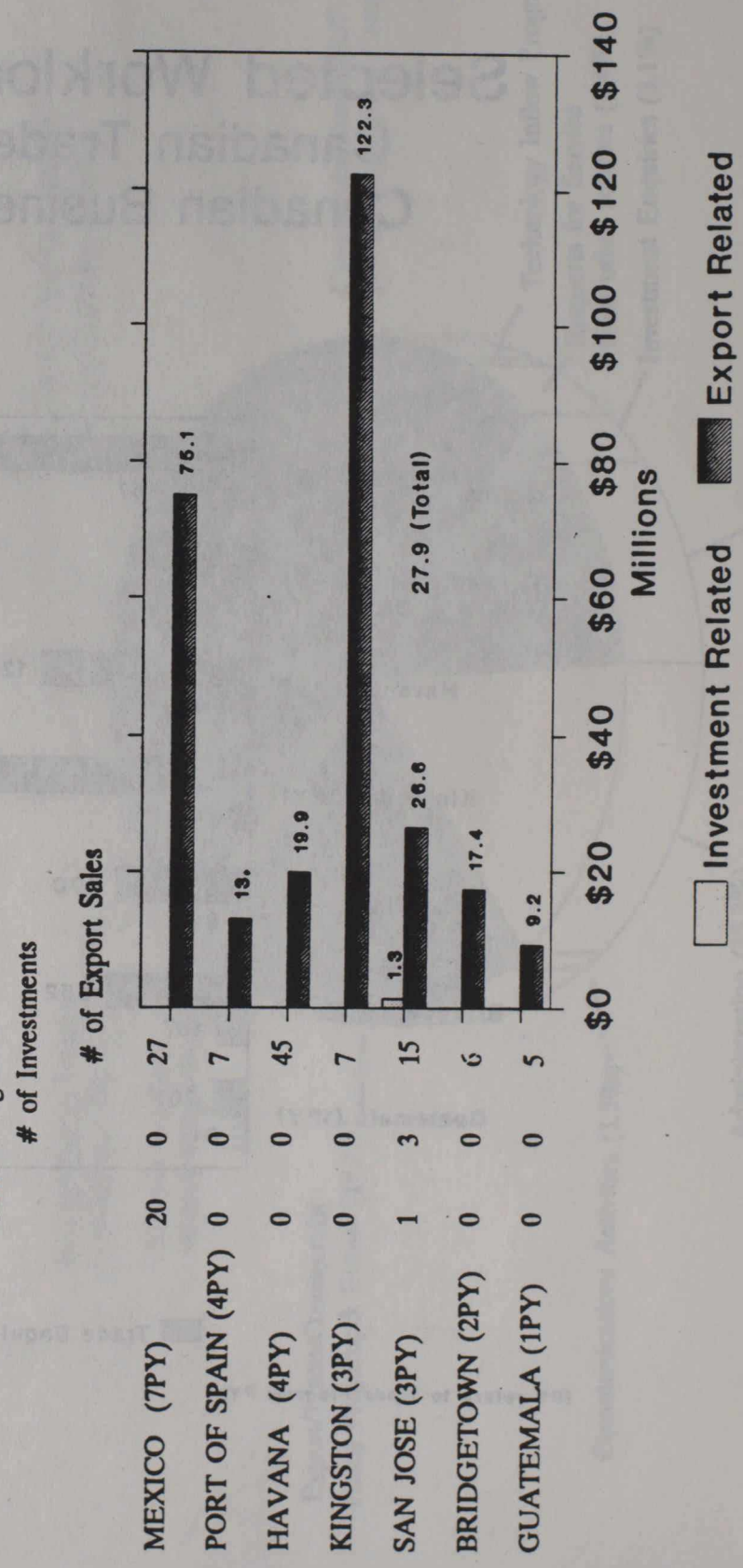
CANADIAN

Trade Enquiries
 Business Visitors

(PY refers to Trade Program PYS)

Business Activity Reported Caribbean/Central America Posts

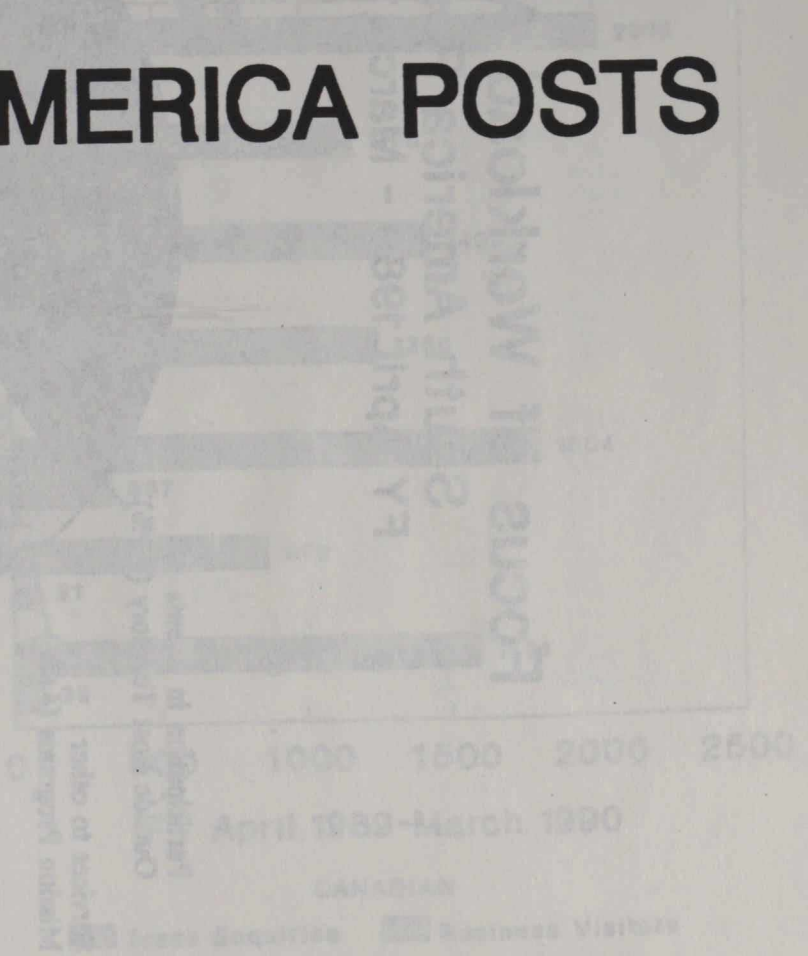
of New buying
Conn & Agencies
FY April 1989 - March 1990



(PY refers to Trade Program PYS)

Selected Workload Indicators Canadian Trade Enquiries Canadian Business Visitors

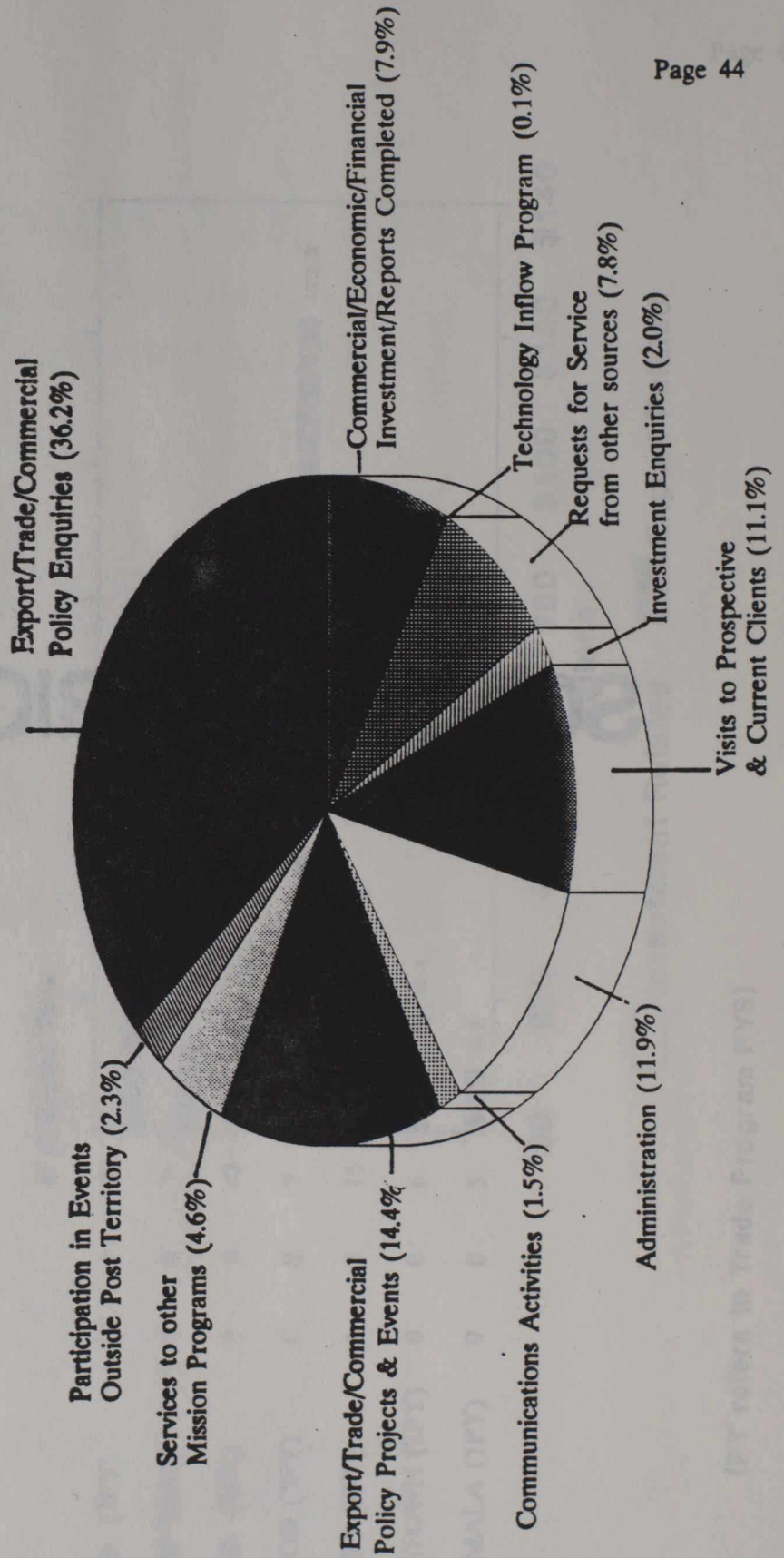
SOUTH AMERICA POSTS



Focus of Workload Activities

South America Posts

FY April 1989 - March 1990

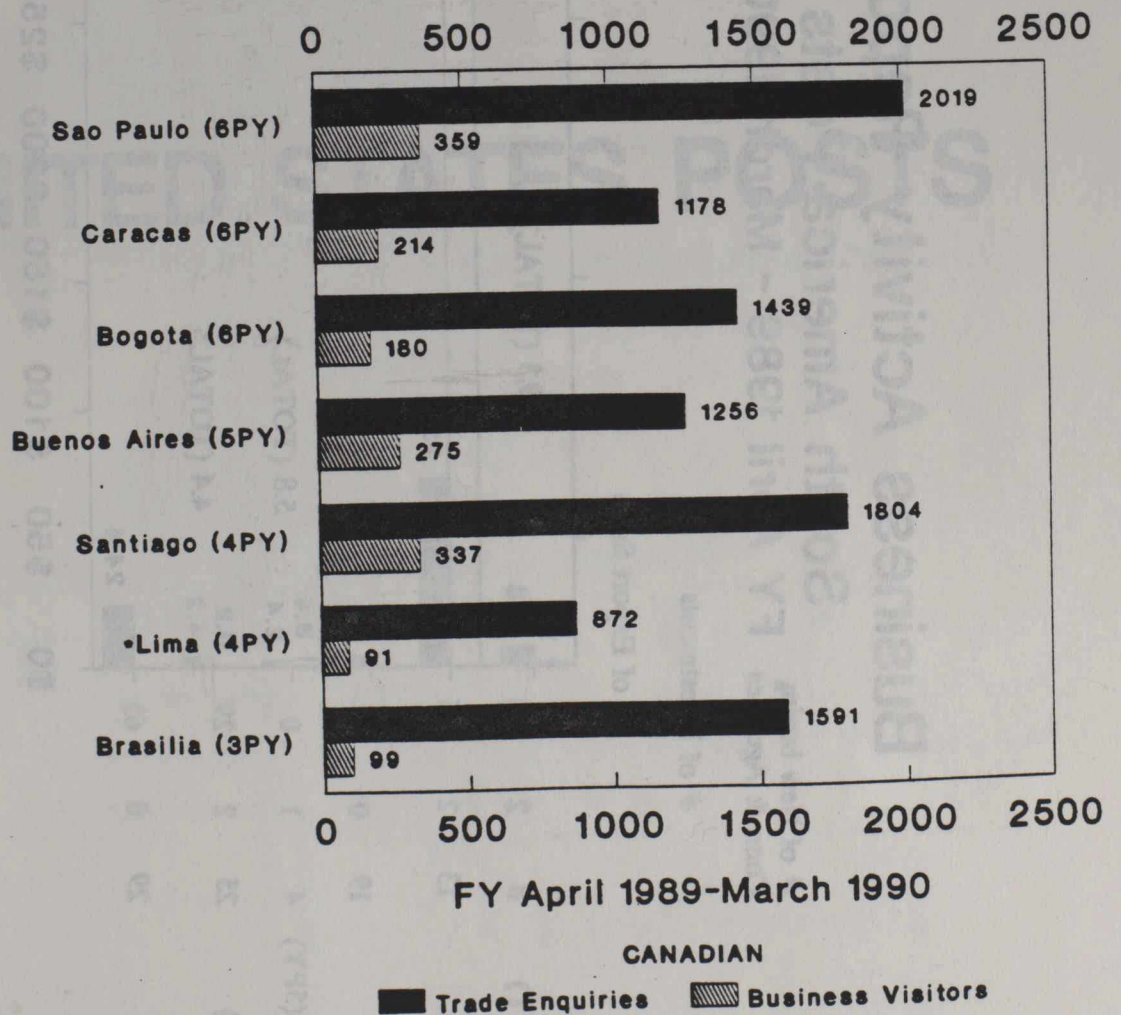


Selected Workload Indicators

Canadian Trade Enquiries

Canadian Business Visitors

South America Posts



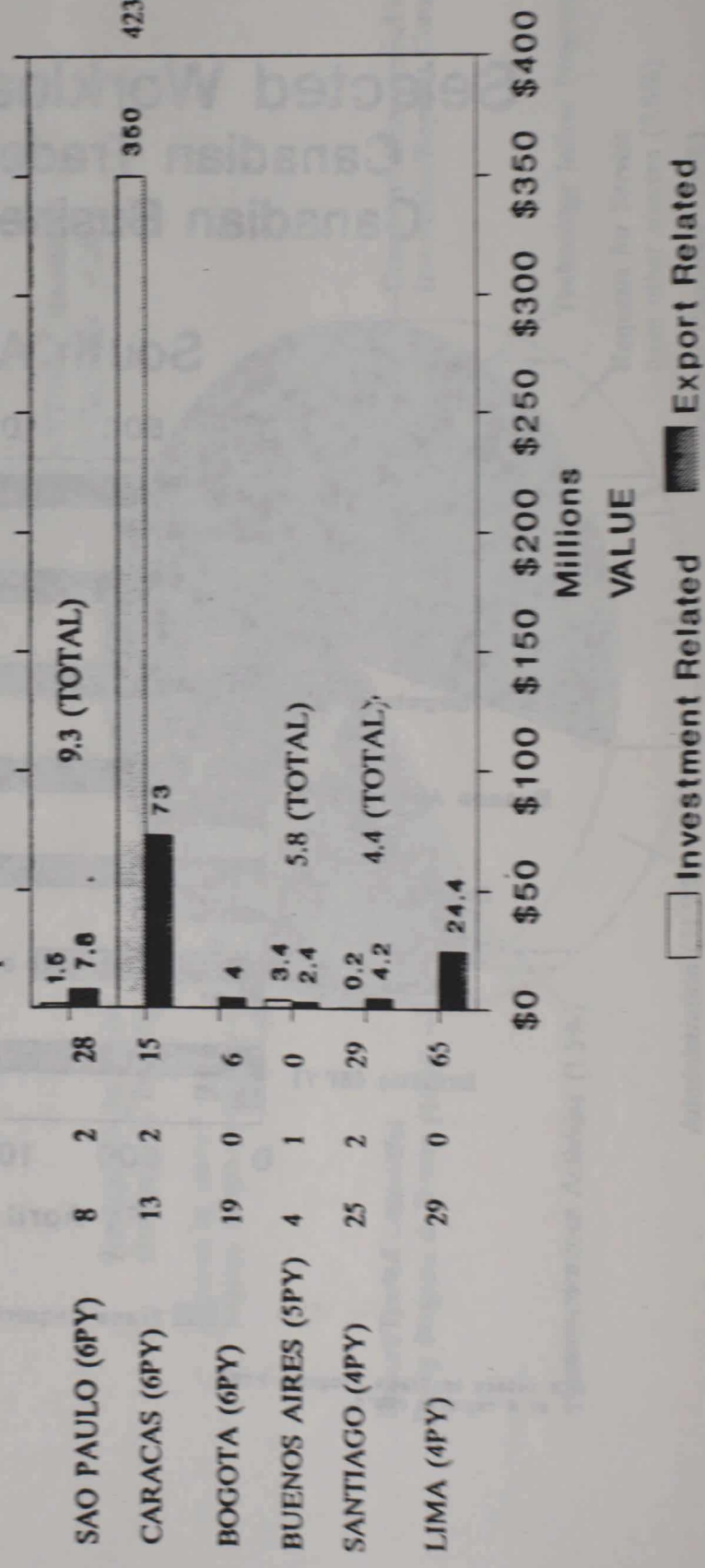
(PY refers to Trade Program PYs)
 *3 of 4 reports rec'd

Business Activity Reported South America Posts FY April 1989 - March 1990

of New buying
Conn & Agencies

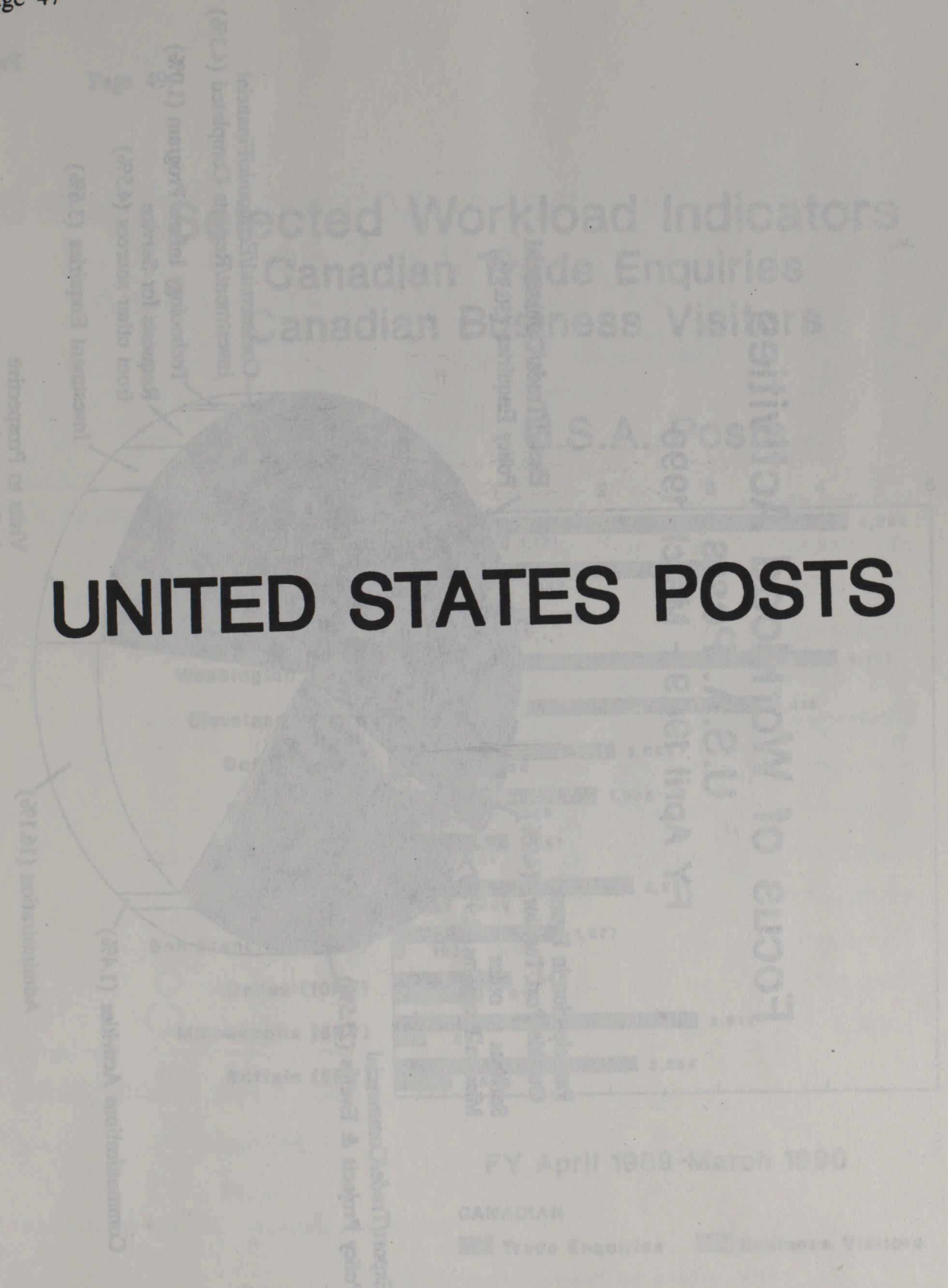
of Investments

of Export Sales



(PY refers to Trade Program PYS)

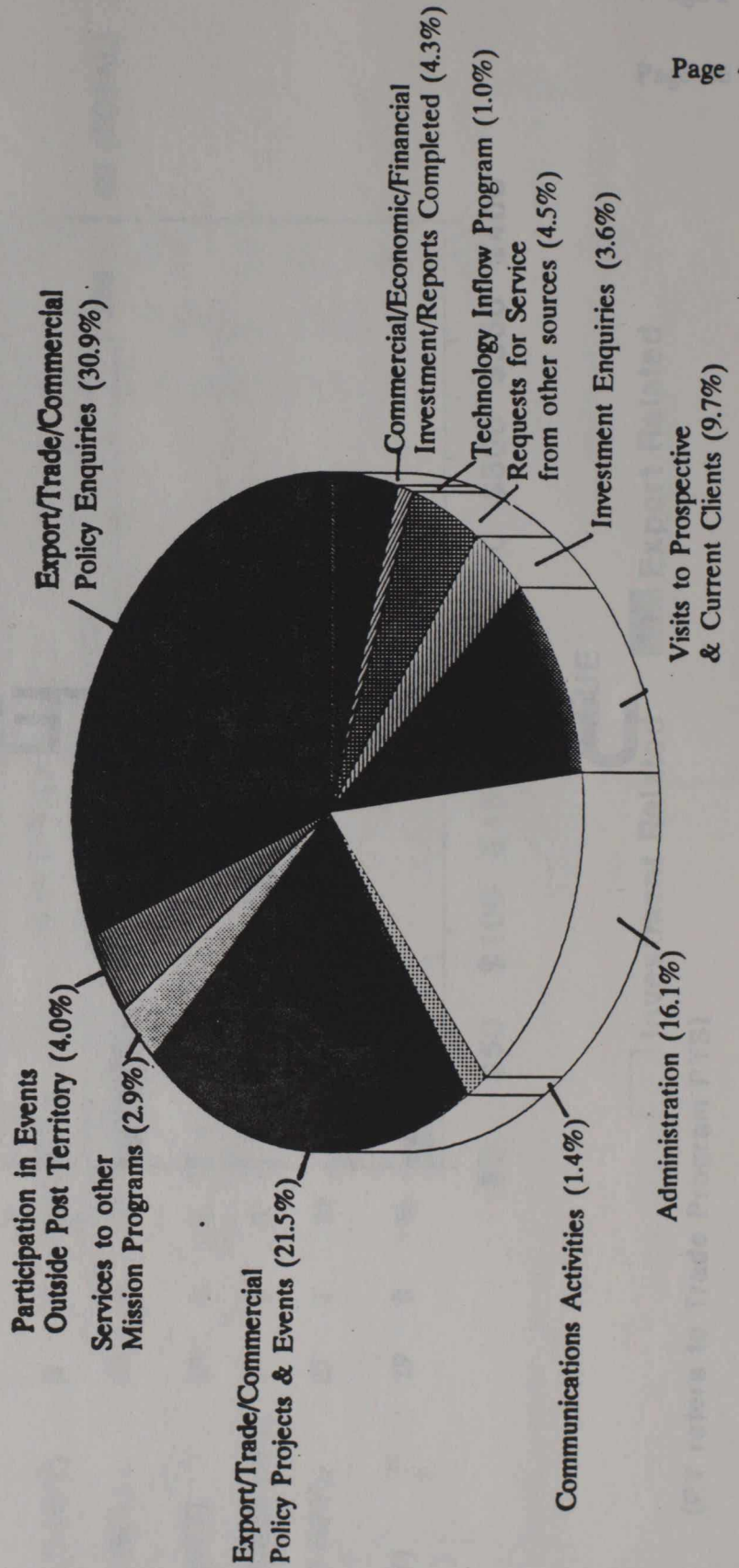
UNITED STATES POSTS



Focus of Workload Activities

U.S.A. Posts

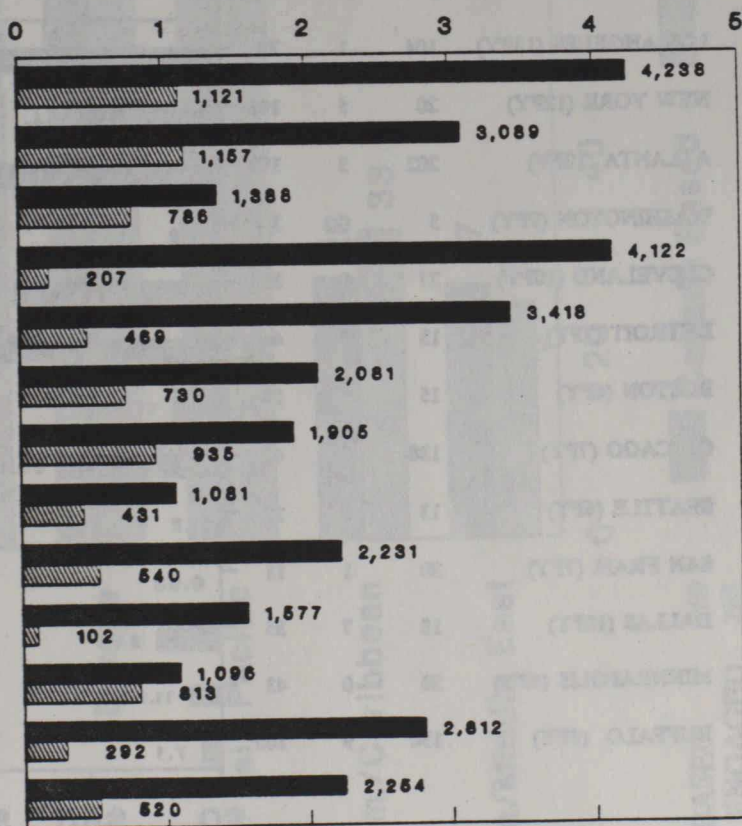
FY April 1989 - March 1990



Selected Workload Indicators

Canadian Trade Enquiries Canadian Business Visitors

U.S.A. Posts



FY April 1989-March 1990

CANADIAN

Trade Enquiries
 Business Visitors

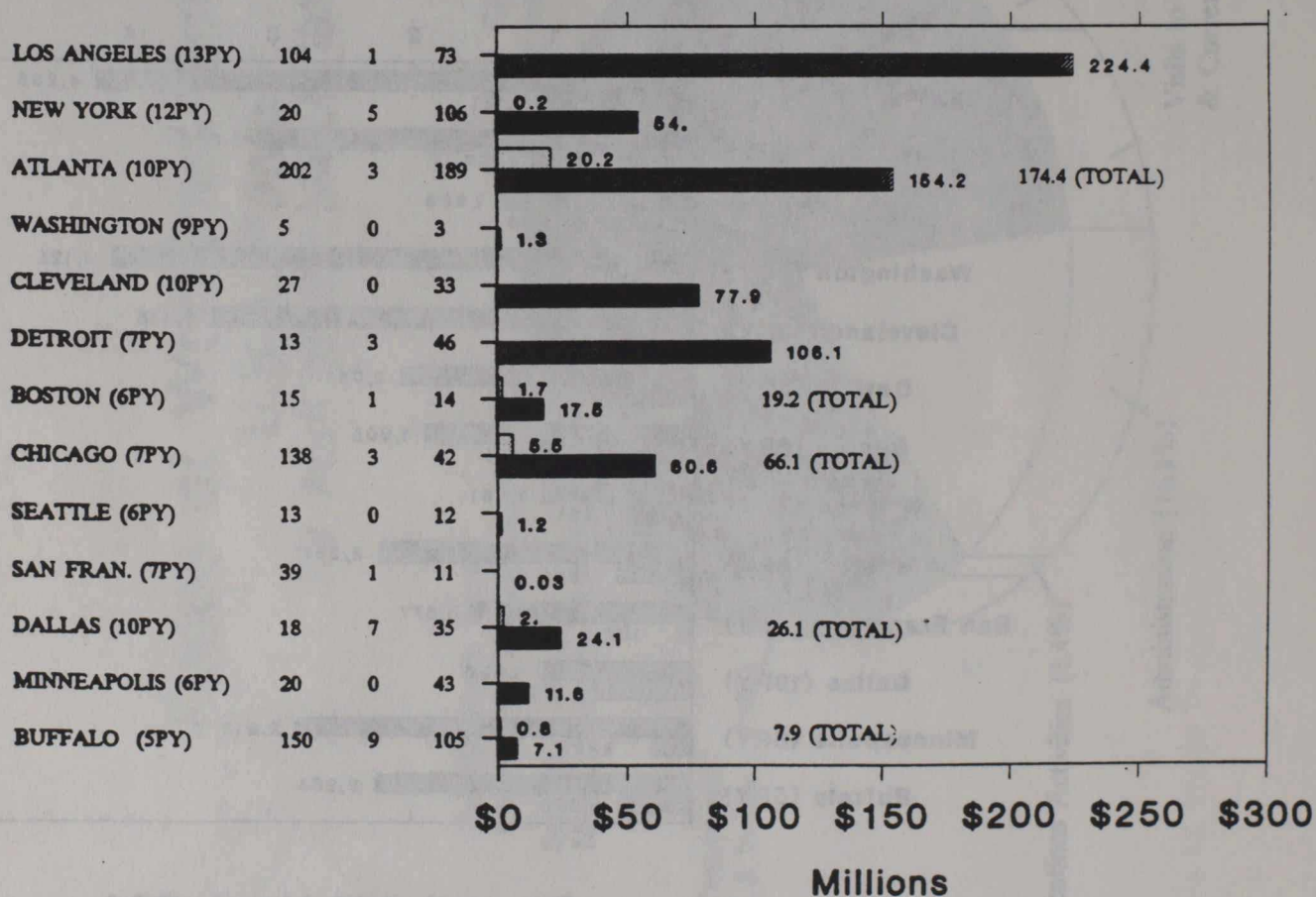
(PY refers to Trade Program PYs)

Business Activity Reported U.S.A. Posts FY April 1989 - March 1990

of New buying
Conn & Agencies

of Investments

of Export Sales



\$0 \$50 \$100 \$150 \$200 \$250 \$300

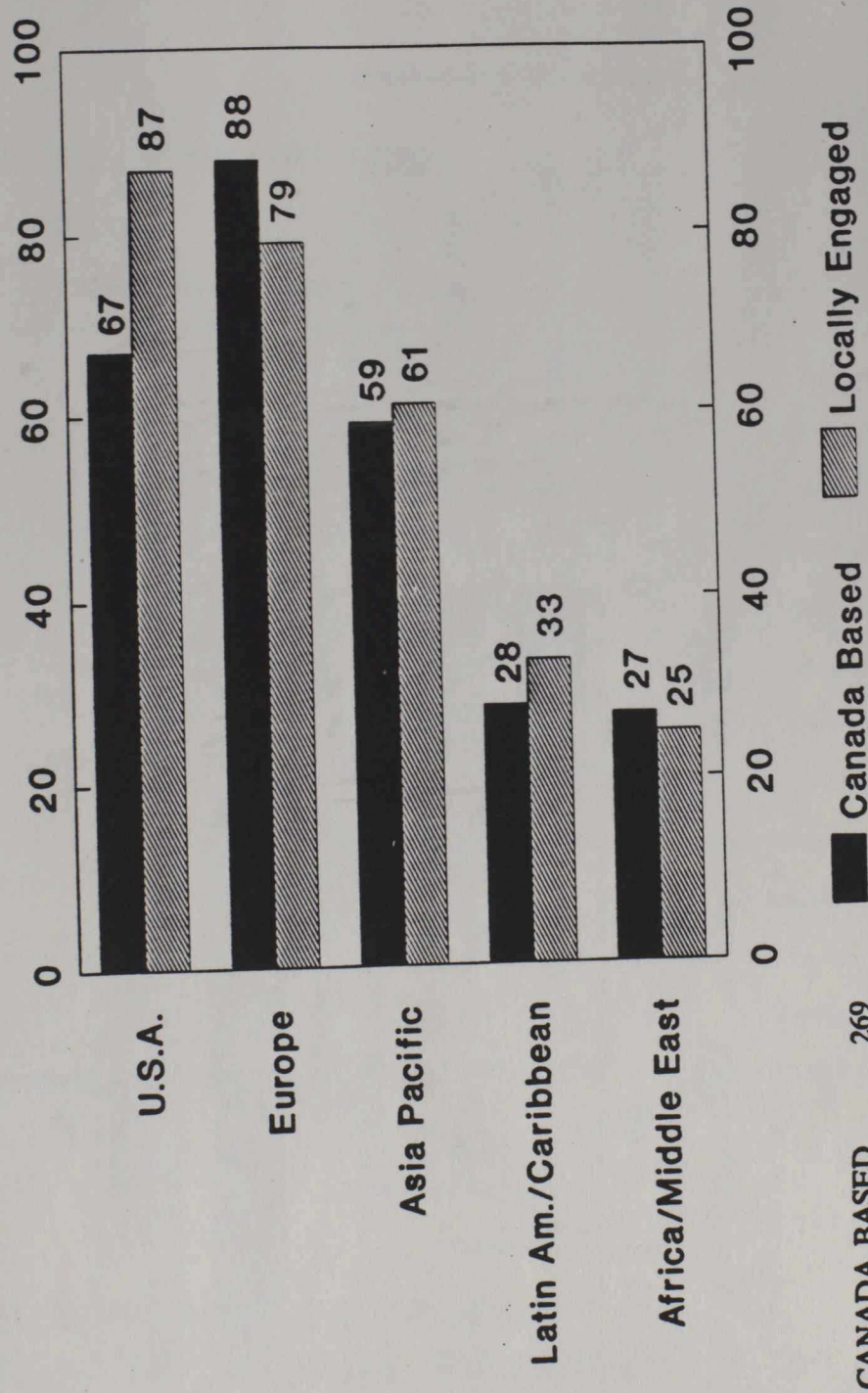
Millions

VALUE

Investment Related Export Related

(PY refers to Trade Program PYS)

Trade Commissioner Service 1989-1990



CANADA BASED	269
LOCALLY ENGAGED	285
TOTAL	554

