

News Release

Minister for
International
Trade



Communiqué

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Commerce
extérieur

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WORLD MARKET TRADE DEVELOPMENT PROGRAM ANNOUNCED

International Trade Minister John C. Crosbie today announced a five year, \$57 million World Market Trade Development program. This specialized package of trade development initiatives and services is designed to assist small and medium sized businesses in taking advantage of the new opportunities which will arise out of the Free Trade Agreement, and in developing export markets overseas with particular focus on the Asia/Pacific region and Europe.

"Trade is at the centre of the government's economic agenda," said Minister Crosbie. "Through the Free Trade Agreement with the United States and our continuing emphasis on the multi-lateral trade process, we have put in place a trading framework to ensure Canada's future success."

"Now, commencing with the introduction of these trade development initiatives, we are following through and placing new tools into the hands of exporters, to help them take full advantage of new export opportunities. Given the importance of exports to Canada's economy, this enhances future growth and job creation projects across the country."

"We are undertaking a new program to assist exporters to the U.S. in diversifying overseas; we are enhancing the highly successful New Exporters to Border States Program and the WIN Exports programs to the Asia/Pacific region and Europe; we are introducing a new program, New Exporters to the U.S. South, to assist exporters already successful in the Northern U.S. to develop new markets in southeastern or southwestern states; we are increasing support to associations concerned with developing exports; and more. It all adds up to a package of programs that will make the Canadian export community a force to be reckoned with, as never before, in both the U.S. and overseas markets."

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"The World Market Trade Development program is providing world class support to Canadian exporters looking to penetrate global markets."

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BACKGROUND

World Market Trade Development Program

Specific measures include:

* Enhancing the deployment of the World Information Network for Exports (WIN Exports), a highly successful computer system which gives trade officers immediate access to the products of more than 22,000 Canadian exporters, and allows individual posts to create files on companies in their territories which are interested in doing business with Canada. Already deployed at 45 missions abroad, including all U.S.A. posts, WIN Exports will now be available at all other missions, the remaining trade divisions within DEA, and the new International Trade Centres within Canada. Through WIN Exports, trade offices have immediate access to Canadian exporters when sourcing buyers' requests.

The U.S.

To assist Canadian companies in taking advantage of expanded opportunities under FTA, the following initiatives will be undertaken:

* Undertaking new sector by sector studies to identify and analyse new business opportunities and provide up to date market intelligence to new exporters.

* Providing financial support to Canadian industry associations to assist in their efforts to develop sector-specific strategies.

* Underwriting 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 the 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 southeastern or southwestern 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.

* 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 of new Trade Satellite Offices in regional U.S. metropolitan centres 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.

* Increasing the number of locally engaged trade officers to handle the greatly increased volumes of enquiries.

Asia/Pacific and Western Europe

To enhance the abilities of Canadian companies to penetrate overseas markets, the following new export development initiatives will be undertaken:

* 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 for the first time through NEBS style business missions. 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 will be held to explain the benefits and the "how-to" of entering export markets.

* Multinational Enterprises (MNE) Global Procurement Program -- This program will assist Canadian operations of multi-national 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 25-30 percent of trade world-wide and 60-70 percent of Canada-U.S. trade.

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* **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** -- An enhanced program, bringing key buyers from abroad to visit trade fairs where export goods are displayed.

* **Additional Trade Fairs** -- Resources will be used to increase Canadian participation in high priority trade fairs.

* **Increased Investment Development** -- Additional resources will be used at missions abroad to promote the post FTA attractiveness of investment in Canada.

John G. Crosbie announced
... generate over one third of
... billion dollars earned
... 20,000 jobs. In fact,
... three employed
... depends on export trade,"
... world of opportunity a
... business people with a
... information on selling
... markets," Mr. Crosbie
... and modernized
... U.S. and overseas and
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... register this year for
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... participation in this
... of the new
... Trade Agreement
... Trade Negotiation