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## EVALUATION REPORTS 1990-91

USA TRADE, TOURISM AND INVESTMENT DEVELOPMENT BUREAU (UTD)

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## EVALUATION REPORTS 1990-91

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#### USA TRADE, TOURISM AND INVESTMENT DEVELOPMENT BUREAU (UTD)

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#### TABLE OF CONTENTS

#### A. EVALUATION REPORTS

- Table 1. Report by Project Type
- Table 2. Report by Sectors
- Table 3. Top 20 Trade Shows

#### 1. AGRICULTURE AND FOOD PRODUCTS

- semi processed & processed food and beverages
- institutional food handling and processing equipment
- agricultural machinery

#### 2. FISHERIES, SEA PRODUCTS AND RELATED EQUIPMENT

- fish, shellfish and other marine (processed or not)
- marine harvesting and processing equipment

#### 3. DEFENCE PROGRAMS, PRODUCTS AND RELATED EQUIPMENT AND SERVICES

- aerospace
- defence products
- security equipment

#### 4. ADVANCED TECHNOLOGY PRODUCTS, SYSTEMS AND SERVICES

- electronic components
- telecommunications
- computer hardware and software

#### 5. POWER AND ENERGY EQUIPMENT AND SERVICES

- transmission and distribution equipment and services

- heating equipment and other related equipment

#### 6. TRANSPORTATION SYSTEMS, RELATED EQUIPMENT

- automotive
- urban transit
- marine industries
- recreational boats and accessories

#### 7. FOREST PRODUCTS AND RELATED EQUIPMENT AND SERVICES

- forestry harvesting equipment and services
- pulp and paper equipment and services
- woodworking machinery and services

#### 8. MINING, METAL AND MINERALS AND RELATED EQUIPMENT

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- equipment, machinery and services

#### 9. OIL AND GAS PRODUCTS AND RELATED EQUIPMENT

- equipment and machinery

#### 10. CHEMICALS, PETROCHEMICALS AND RELATED EQUIPMENT AND SERVICES

- chemicals
- plastics

#### 11. CONSUMER PRODUCTS AND SERVICES

- housewares
- apparel and footwear
- cultural industries
- sporting goods and clothing
- furniture
- giftware, arts and craft
- office products
- pool and spa
- toys and games

#### 12. EDUCATIONAL AND TRAINING, MEDICAL, HEALTH CARE AND RELATED PRODUCTS

- hospital and medical equipment
- pharmaceutical and biotechnology

#### 13. CONSTRUCTION AND RELATED PRODUCTS

- building products (converted wood products)

#### 14. INDUSTRIAL MACHINERY, ENVIRONMENTAL EQUIPMENT AND RELATED EQUIPMENT

- materials handling
- environmental equipment
- packaging equipment
- production equipment
- hardware, lawn and garden equipment
- other nes equipment (printing equipment)

#### 15. SECTORS AND SERVICES NOT ELSEWHERE SPECIFIED

- investment development
- tourism
- consulting and other services
- government non-defence procurement
- NEBS

#### 16. INVESTMENT DEVELOPMENT PROGRAM REPORT

#### 17. TOURISM PROGRAM STATISTICAL REPORT

#### EVALUATION REPORTS US Branch Promotion Programs FY 1990/91

#### **Trade Development Highlights:**

During FY 1990/91, 4519 Canadian companies participated in the US Trade, Tourism and Development program that consisted of 356 trade promotion events. The program cost \$18.2 million. As a result, for each dollar invested, the program generated \$89 in sales (on site plus 12 month forecasted) by the participating companies. These activities included some that were indirect and supportive to the program, but were difficult to quantify. This latter group included activities such as, directories of exporters, market studies, seminars, workshops, and guides to US trade shows.

For each dollar spent on the 178 trade projects (national stands and information booths), the program generated \$91 in direct exports. The 1,859 companies involved sold \$1.228 billion of Canadian products, for an average of \$630,000 per participant.

Of the 94 missions (incoming, outgoing, NEBS, and NEXUS) organized, approximately of 1,110 Canadian companies participated and generated \$57 million worth of sales.

Participants in the US Program came from all regions of the country. Western Canada provided 25% of participants, Atlantic Canada 10%, Quebec 27%, and Ontario 38%.

#### **Investment** Development:

With a total budget of over \$685 thousand, the Investment Development Program (IDP) consisted of 78 projects in FY 90-91. The program identified over 4,500 serious investment prospects. The budget came from two main sources: \$555 thousand from IDP funds specifically authorized by Treasury Board for fostering foreign investment in Canada, and approximately \$70 thousand from UTD's Free Trade Agreement promotional resources.

An important aspect of the IDP is the Corporate Liaison Program in which post personnel hold one-on-one contacts with corporate decision makers. US post personnel held such meetings with 5,000 prospective US corporate personnel in FY 1990-91. A budget of \$60 thousand was also made available to the posts to cover activities under the Technology Inflow Program (TIP) in which posts proactively seek out technology for adaptation to Canadian firms.

#### Tourism:

The 15 posts in the US that delivered the tourism program generated \$339 million in incremental tourism revenue for Canada with a staff of 40 officers. With a budget of over \$1 million the program encompassed a full spectrum of promotional activities including:

480 promotions;

116 familiarization tours for 1,377 travel industry contacts;

339 individual site inspections for the business travel sector;

166 site inspection for the travel trade sector;

452 site inspections for the travel media contacts resulting in \$33 million of editorial coverage.

For each \$1 invested in the tourism program, approximately \$300 was generated for the industry. Of this amount, the Business Travel sector alone contributed \$217 million and shows a return of \$200 for every dollar invested.

The primary markets for the overseas tourism program are the UK, Japan, Germany<sup>\*</sup> and France. Post activities in this sector generated a total of \$100 million in incremental tourism revenue for Canada. The \$1.7 million program budget was matched 1.5 times by Canadian and local partners resulting in a total spending of \$4.2 million. The return on investment amounted to \$60 for each federal dollar spent in these countries.

1990/91 figures for Germany (Dusseldorf) were not available at the time of completion of the report.

### TABLE 1

### U.S. TRADE, TOURISM & INVESTMENT DIVISION FY 1990-91 ANNUAL REPORT

| Project Type                                  | # of   | Budget     | On site    | 12 months     | Sales/ | Salos/       |        | 2012 - E  | Part      | icipation     | by Pro | vinces          |     | 1.           |        |      |
|---|--------|------------|------------|---------------|--------|--------------|--------|---|-----------|---------------|--------|-----------------|-----|--------------|--------|------|
|   | Events | (Actual)   | Sales      | Sales         | Budget | Participants | ON     | QC  | BC        | AL S          | K ME   | NB              | NS  | PE           | NF 1   | Tota |
|   |        |            |            |               | 64     | 000.000      | 45     | . 04  | 12        | 11            | 1      | 12              | 22  | 0            | 0      | 13   |
| Missions                                      | 29     | 654,176    | 4,140,000  | 37,850,000    | 64     | 288,932      |        | 1. A. | 1.1.1.1.1 |               | 0 00   | 1.1.1.1.1.1.1.1 |     | <del>-</del> |        | 8    |
| NEBS  | 49     | 447,561    | 0          | 0             | 0      | 0            | 117    | 299   | 91        |               | 8 26   |                 | 34  | 16           | 63     | -    |
| NEXUS   | 16     | 237,617    | 120,000    | 14,700,000    | 62     | 70,335       | 57     | 47  | 24        | 32 1          | 0 21   | 13              | 4   | 1            | 0      | - 2  |
| National Stand + Info Booth                   | 178    | 13,538,984 | 56,062,388 | 1,172,241,912 | 91     | 630,577      | 942    | 356   | 197       | 145 5         | 53 73  | 14              | 45  | 16           | 18   1 | 1,8  |
| Studies / Workshops / Publication / Directory | 35     | 772,030    | 0          | 0             | 0      | · 0          | 30     | 144   | 29        | . <b>11</b> % | 0      | ) 2             | 4   | ·· 1 .       | 1      | 2    |
| Tourism Development                           | 23     | 1,169,660  | 0          | 339,621,000   | 0      | 0            | 293    | 256   | 103       | 154 €         | 6 47   | 81              | 152 | 43           | 77   1 | 1,2  |
| Investment Development                        | 10     | 92,582     | 0          | 0             | 0      | · .0         |        | ng sin di sin<br>Li sectori   |           |               |        | e i             |     |              |        | ÷    |
| UTO/UTI – Management Projects                 | 16     | 1,350,977  | 0          | 0             | . 0    | 0            |        |   |           |               |        |                 |     |              |        |      |
|   |        |            |            |               |        |              | 1. 1.0 |   |           |               |        |                 |     |              |        |      |
|   |        |            |            | 4 554 440 040 |        | 359,534      | 1 404  | 1.126   | AFR       | 455 14        | 8 171  | 182             | 261 | 77           | 159 4  | 4,5  |
| ALL PROJECTS                                  | 356    | 18,263,587 | 60,322,388 | 1,564,412,912 | 89     | 309,034      | 1,404  | 1,120   |           | -100 1-       |        | 106             | 201 |              |        |      |

## U.S. TRADE, TOURISM & INVESTMENT DIVISION FY 1990-91 ANNUAL REPORT – ALL SECTORS

| #  | Soctor   | # of   | Budget             | On sito    | 12 months   | Salos/ | Salos/          |                  |     | Parti | cipati | on by        | Prov  | nces |    |    |    |       |
|----|--|--------|--------------------|------------|-------------|--------|-----------------|------------------|-----|-------|--------|--------------|-------|------|----|----|----|-------|
|    |  | Evonts | (Actual)           | Salos      | Salos       | Budgot | Participants    | ON               | QC  | BC    | AL     | SK           | MB    | NB   | NS | PE | NF | Total |
| 1  | Agriculture and Food Products                                      | 34     | 1,442,459          | 1,038,450  | 84,250,667  | 59     | 147,815         | 228              | 168 | 52    | 27     | 24           | 33    | 12   | 9  | 12 | 12 | 577   |
| 2  | Fisheries, Sea Products and Related Equipment                      | 7      | 145,244            | 80,000     | 12,000,000  | 83     | 710,588         | 2 . 2            | 2   |       |        | 1. 5<br>1. 5 | la ca | 5    | 6  | 11 | 1  | 17    |
| 3  | Defonco Programs, Products & Relatod Equipmont & Services          | 33     | 1,231,670          | 2,457,100  | 150,920,000 | 125    | 723,477         | 99               | 36  | 16    | 6      | 4            | 4     | 13   | 34 | 0  | 0  | 212   |
| 4  | Advanced Technology Products, Systems & Servicos                   | 30     | 3,495,578          | 15,871,995 | 151,207,245 | 48     | 603,174         | <sup>:</sup> 163 | 51  | 28    | 19     | 4            | 7     | 3    | 0  | 0  | 2  | 277   |
| 5  | Power & Energy Equipmont & Services                                | 1      | 12,900             | 0          | 0           | 0      | 0               |                  |     |       |        |              |       |      |    |    |    | 0     |
| 6  | Transportation Systems, Related Equipment                          | 19     | 1,752,070          | 7,155,050  | 348,080,000 | 203    | 1,879,551       | 98               | 33  | 28    | 14     | 2            | 2     | 1    | 7  | 2  | 2  | 189   |
| 7  | Forost Products & Rolated Equipmont & Servicos                     | 1      | 14,949             | 0          | 0           | 0      | 0               |                  |     |       |        |              |       |      |    |    |    | 0     |
| 8  | Mining, Metal & Minorals & Relatod Equipmont                       | 2      | 119,322            | 240,000    | 3,900,000   | 35     | 318,462         | 9                | 0   | 2     | 2      | 0            | 0     | 0    | 0  | 0  | 0  | 13    |
| 9  | Oil & Gas Products & Related Equipmont                             | 6      | 931,355            | 2,573,500  | 21,286,000  | 26     | 340,850         | 13               | 2   | 12    | 34     | 1            | 1     | 0    | 7  | 0  | 0  | 70    |
| 10 | Chemicals, Petrochemicals & Rolated<br>Equipment & Services        | 0      | 0                  | 0          | 0           | 0      | 0               |                  |     |       |        |              |       |      |    |    |    | 0     |
| 11 | Consumer Products & Servicos                                       | 41     | 1,947,771          | 9,631,293  | 89,750,000  | 51     | 259,481         | 132              | 144 | 31    | 36     | 13           | 18    | 2    | 5  | 2  | 0  | 383   |
| 12 | Educational & Training, Medical,<br>Health Caro & Related Products | 8<br>, | 237,219            | 24,000     | 30,500,000  | 129    | 897,765         | 22               | 9   | 1     | 0      | 0            | 1     | 0    | 0  | 1  | 0  | 34    |
| 13 | Construction & Related Products                                    | 33     | 1,209, <b>0</b> 42 | 16,422,000 | 109,695,000 | 104    | 696, <b>779</b> | 94               | 32  | 25    | 13     | 6            | 5     | 3    | 1  | 0  | 2  | 181   |

#### U.S. TRADE, TOURISM & INVESTMENT DIVISION FY 1990-91 ANNUAL REPORT – ALL SECTORS

| #        | Sector # of Events  | Budget<br>(Actual)   | and the second | 12 months<br>Sales | Sales/<br>Budget | Sales/<br>Participants | ON    | えんじしょう ちゃくじんしん | Contractor in | • • • • • • • • | by Prov<br>K MB |       |     | PE N                     | = Total |
|----------|---|----------------------|--|--------------------|------------------|------------------------|-------|----------------|---------------|-----------------|-----------------|-------|-----|--------------------------|---------|
| <u> </u> |   | ותנוטמון             | 00103  | 0000               | Dougor           | - anticipanto          |       |                |               | <u></u>         |                 |       |     |                          |         |
| 14       | Industrial Machinery, Environmental Equipment 25<br>& Related Equipment | 1,867,752            | 4,709,000  | 178,803,000        | 98               | 777,593                | 144   | 46             | 21            | 13              | 28              | 0     | 2   | 0                        | 236     |
| 15       | Sector and Services Not Elsewhere Specified<br>- Investment Development | 92,582               |  |                    |                  |                        |       |                |               | - sickeda       |                 | SSLA. |     | narnar<br>1<br>X g C - 1 |         |
| ł        | – Tourism 23  | 1,169,660            | 0  | 339,621,000        | ut i r           |                        | 293   | 256            | 103           | 154 6           | 6 47            | 81    | 152 | 43 7                     | 7 1,272 |
|          | - Consulting and other services   | 0                    | 0  | 0                  | 0                | 0                      |       |                |               |                 |                 |       |     |                          | 0 🤇     |
|          | - Government non-defence procurement 18                                 | 795,476              | 0  | 23,280,000         | 29               | 136,941                | 68    | 41             | 37            | 15              | 2 4             | 1     | 2   | 0                        | )   170 |
|          | - NEBS 49<br>- UTI/UTO Management projects 16                           | 447,561<br>1,350,977 |  |                    |                  |                        | 117   | 299            | <u>ି</u> 91 ି | 102 1           | 8 26            | 60    | 34  | 16 6                     | 3 826   |
|          | TOTAL: 356  | 18,263,587           | 60,322,388 1   | ,564,412,912       | 89               | 359,534                | 1,484 | 1,126          | 456           | 155 14          | 8 171           | 182   | 261 | 77 15                    | 9 4,519 |

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#### TABLE 3

#### TOP 20 TRADE SHOWS (on return per \$ invested basis)

| U.S.TRADE SHOW                | LOCATION      | <b>BUDGET</b> | <u>R.0.I</u> |
|-------------------------------|---------------|---------------|--------------|
| 1-S.A.E. Automotive Show      | Detroit       | \$156,000     | \$798        |
| 2-Sea-Air-Space Defence Show  | Washington    | 120,672       | 796          |
| 3-All America Health Exhibit. | Tampa         | 32,003        | 750          |
| 4-Solo Food Show              | Minneapolis   | 14,067        | 718          |
| 5-Paintoon 90                 | Philadelphia  | 80,000        | 688          |
| 6-Natl.Home Center Show       | Chicago       | 154,091       | 392          |
| 7-Vendor Fair,Hill AFB        | Utah          | 28,650        | 383          |
| 8-Florida Restaurant Ass.'90  | Orlando       | 17,611        | 333          |
| 9-Solo Food Show              | Boston        | 38,650        | 327          |
| 10-S.P.E. Petroleum Show      | New Orleans   | 15,500        | 324          |
| 11-Great Lake Industrial Show | Cleveland     | 13,450        | 308          |
| 12-HAZMAT Environment Show    | Atlantic City | 18,403        | 276          |
| 13-Pacific C.Builders Conf.   | San Francisco | 11,700        | 257          |
| 14-Intl.Houseware's Expo      | Chicago       | 91,969        | 254          |
| 15-Intl.Congr.Clinical Chem.  | San Francisco | 12,129        | 247          |
| 16-Natl.Assn.of Broadcasters  | Atlanta       | 25,836        | 245          |
| 17-Intl.Public Transit Expo   | Houston       | 775,000       | 243          |
| 18-Solo Food Show             | Syracuse      | 12,666        | 242          |
| 19-TABES Govt.Proc.Show       | Huntsville    | 74,500        | 234          |
| 20-Ariz.Retail Grocers Show   | Phoenix       | 3,962         | 232          |

### TOP 12 U.S.TRADE SHOWS

(Total 12 months projected sales)

1-Intl.Public Transit Expo 2-S.A.E. Automotive Show 3-Sea-Air-Space Defence Show 4-Natl.Home Ctr.Show(hardwr.) 5-COMDEX Fall Computer Show 6-Paintoon 90 (bldg.prod) 7-ComDef'90 Defence Tr.Show 8-PC Expo'90 (computer) 9-All America's Health Expo 10-Intl.Houseware Expo 11-ASHRAE Heat/Air Cond.Show 12-COMDEX Spring Computer Sh.

|              | (\$000)   |
|--------------|-----------|
| Houston      | \$188,000 |
| Detroit      | 124,000   |
| Washington   | 96,000    |
| Chicago      | 60,000    |
| Las Vegas    | 56,000    |
| Philadelphia | 40,000    |
| Washington   | 38,000    |
| New York     | 25,000    |
| Tampa        | 24,000    |
| Chicago      | 23,000    |
| New York     | 21,000    |
| Atlanta      | 20,000    |

#### SECTOR: AGRICULTURE AND FOOD PRODUCTS

Sub-sector: Semi Process & Process Food & Beverages

| # Date           | Event to a construct which and the second se | Location                   | Budget<br>(Actual) | On site<br>Sales | 12 months<br>Sales | Salos/<br>Budget | Sales/<br>Participants |    | QC |    | •  |           | Prov<br>MB |    | NC  | PE N |              | otal        |
|------------------|--|----------------------------|--------------------|------------------|--------------------|------------------|------------------------|----|----|----|----|-----------|------------|----|-----|------|--------------|-------------|
|                  |  |                            | (Actual)           | 04/03            | 04/03              | Duugot           | - anopano              |    |    | 00 | 76 | <u>on</u> | mb         |    | 110 |      | <u>-   1</u> | <u>J(A)</u> |
| 1 Apr 10         | Minneapolis Solo Food Show   | Minneapolis                | 14,067             | 0                | 10,105,000         | 718              | 306,212                | 10 | 1  | 3  | 4  | 3         | 10         |    | 2   |      |              | 33          |
| 2 Apr 23–25      | Agroexport   | Montreal,<br>Ste-Hyacinthe | 8,075              |                  |                    |                  |                        |    | 75 |    |    |           |            |    |     |      |              | 75          |
| 3 May<br>Mar     | Taste of Canada in-store<br>Promotions   | USA/Various                | 235,000            | 0                | 1,821,117          | 8                |                        |    |    |    |    |           |            |    |     |      |              |             |
| 4 May 1          | Solo Food Show   | Detroit                    | 24,050             | 5,000            | 500,000            | 21               | 15,781                 | 28 | 3  |    |    |           |            |    |     | 1    |              | 32          |
| 5 May 1-31       | Canadian Beverage Promotion  | New York                   | 22,267             | 0                | 1,160,000          | 52               | 193,333                | 2  | 3  |    |    |           |            | 1  |     |      |              | 6           |
| 6 May 8-9        | Nexus/Chicago  | Chicago                    | 24,931             |                  |                    | 0                |                        | 9  | 11 |    |    | 1         | 10         |    |     |      |              | 31          |
| 7 May 17-20      | Arizona Retail Grocers<br>Association Show   | Phoenix                    | 3,962              | 0                | 920,000            | 232              | 131,429                | 1  |    | 2  | 2  |           | 2          |    |     |      |              | 7           |
| 8 Jun 4<br>Jul 4 | In-store promotion Premier<br>Cheese & Gourmet   | Bullalo                    | 16,345             | 0                | 1 <b>50,0</b> 00   | 9                | 5,769                  | 15 | 5  | 1  |    |           |            | .1 |     | 4    |              | 26          |
| 9 Jun 10-12      | Texas Retail Grocers<br>Association Show   | San Antonio                | 48,877             | 0                | 2,500,000          | <sup>'</sup> 51  | 227,273                | 6  | 2  | 1  |    |           |            | ·  | 1   | 1    |              | 11          |
| 10 Sep 15-17     | California Grocers Assoc.  | Anaheim                    | 13,974             | 3,000            | 1,485,000          | 106              | 186,000                | 1  |    | 4  | 2  | 1         |            |    |     |      |              | 8           |
| 11 Oct 4         | Solo Food Show   | Syracuse                   | 12,666             | 71,000           | 3,000,000          | 242              | 95,969                 | 15 | 7  |    |    |           |            |    |     | 1    | 0            | 32          |
| 12 Oct 14-15     | Ohio Retail Grocers<br>Association Show  | Columbus                   | 43,426             | 5,000            | 1, <b>256</b> ,000 | 29               | 114,636                | 10 | 1  |    |    |           |            |    |     |      |              | 11          |
| 13 Nov 3-6       | SE Hospitality and Food<br>Service Show  | Atlanta                    | 21,455             | 52,000           | 942,800            | 46               | 142,114                | 4  | 2  |    |    |           |            |    |     | 1    |              | 7           |

.

#### SECTOR: AGRICULTURE AND FOOD PRODUCTS Sub-sector: Semi Process & Process Food & Beverages

| # Date      | Event                         | Location  | Budget   | On site | 12 months  | Sales/ | Sales        | \$833 | 11.<br>12.<br>13.<br>14. |                |    | on by Pr          | · . | 1.11.11.11 | 1988 | 8. A \$ |       |
|-------------|-------------------------------|-----------|----------|---------|------------|--------|--------------|-------|--------------------------|----------------|----|-------------------|-----|------------|------|---------|-------|
|             | - 그는 이상이 영국 사람들이 영국에서 불다.     |           | (Actual) | Sales   | Sales      | Budget | Participants | ON    | QC                       | BC             | AL | SK M              | BNB | NS         | PE   | NF      | Total |
| 14 Dec 8-10 | National Food Brokers Show    | Chicago   | 40,703   | 0       | 50,000     | 1      | 8,333        | 3     | 2                        | 1 <sup>1</sup> | 1  |                   | •   |            |      |         | 6     |
| 15 Feb 6    | Boston Solo Food Show         | Boston    | 38,650   | 130,000 | 12,500,000 | 327    | 161,923      | 36    | 26                       | 2              |    |                   | . 7 | ' 4        | 1    | 2       | 78    |
| 16 Feb 12   | Solo Food Show                | Seattle   | 22,926   | 0       | 0          | • 0    | 0            | 4     | . '                      | 32             | 5  | 3                 | 2   |            |      |         | 46    |
| 17 Mar 3–5  | International Fancy Food Show | San Diego | 32,003   | 446,000 | 6,695,000  | 223    | 595,083      | 4     | 1                        | 3              | 2  | <sup>1</sup><br>1 | 1   |            |      |         | 12    |
| 18 Mar 9-11 | Natural Foods Expo West       | Anaheim   | 18,139   | 0       | 1,860,000  | 103    | 155,000      | 6     |                          | . 1            |    | 5                 |     |            |      |         | 12    |
|             |                               |           |          |         |            |        |              |       |                          |                |    |                   |     |            |      |         |       |
|             |                               | TOTAL:    | 641,516  | 712,000 | 44,944,917 | 71     | 105,443      | 154   | 139                      | 49             | 16 | 14 2              | 5 9 | ) :::-7    | 8    | 12      | 433   |

2.

### SECTOR: AGRICULTURE AND FOOD PRODUCTS

Sub-sector: Institutional Food Handling & Processing Equipement

| # Date       | Event   | Location       | Budget   | On site | 12 months  | Sales/ | Sales/       |      |    | Parti |    | on by Pr |          |     | - 14 - I |    | a <sup>b</sup> asa |
|--------------|---|----------------|----------|---------|------------|--------|--------------|------|----|-------|----|----------|----------|-----|----------|----|--------------------|
|              | EAGU  |                | (Actual) | Sales   | Salos      | Budget | Participants | ON   | QC | BC    | AL | SK M     | 3 NB     | NS  | PE       | NF | Total              |
| 1 May 06-09  | Food Marketing Institute                      | Chicago, IL    | 63,600   | 5,500   | 425,000    | 7      | 71,750       | 4    | 1  |       | 1  |          |          |     |          |    | e                  |
| 2 May 19-23  | National Restaurant Ass. Show                 | Chicago, IL    | 122,870  | 100,800 | 13,500,000 | 111    | 755,600      | 13   | 3  | 1     |    |          |          |     | 1        | í  | 18                 |
| 3 Sept 07-09 | Florida Restaurant Ass.'90                    | Orlando, FL    | 17,611   | · 0     | 5,870,750  | 333    | 293,538      | 10   | 10 |       |    |          |          |     |          |    | 20                 |
| 4 Oct 20-22  | Michigan & Great Lakes Food<br>Service Show   | Lansing, Mi    | 71,692   | 30,000  | 830,000    | 12     | 86,000       | 9    |    |       |    |          | 1        |     |          |    | 10                 |
| 5 Jan 15-18  | National Pizza Expo                           | New Orleans, L | 77,207   | 57,000  | 400,000    | 6      | 38,083       | 5    | 4  | 1     | 1  |          |          | 1   |          |    | 12                 |
| 6 March 31   | 1991 Nat'l Restaurant Ass. Show<br>Prepayment | Chicago, IL    | 60,000   | n/a     | n/a        | n/a    | n/a          |      |    |       |    |          |          |     |          |    |                    |
| 7 March 31   | 1991 Food Marketing Institute Show            | Chicago, IL    | 42,500   | n/a     | n/a        | n/a    | n/a          |      |    |       |    |          |          |     |          |    |                    |
| 8 Apr 2–4    | Garden State Restaurant<br>Association Show   | Ocean Port, NJ | 11,002   | 0       | 0          | 0      | 0            | 3    | 3  |       |    |          | 1        | l   |          |    |                    |
| 9 Aug 25-28  | Western Restaurant Ass.<br>Convention & Expo  | San Francisco, | 21,092   | 50,000  | 500,000    | 26     | 68,750       |      | 2  | 1     | 3  |          |          |     | 2        |    |                    |
| 10 Sept 12   | Canadian Chef de Cuisine Demonstration        | New York       | 46,595   | n/a     | n/a        | n/a    | n/a          |      |    |       | 1  |          |          | 1   | 1        |    |                    |
| 11 Oct 15-17 | NY State Restaurant Ass. Show                 | Buffalo, NY    | 19,653   | 60,000  | 2,000,000  | 105    | 108,421      | 12   | 5  |       | 2  |          |          |     |          |    | 1                  |
|              |   |                | F62 022  | 203 300 | 23 525 750 | 43     | 231,350      | 56   | 28 | 3     | 8  | 0        | 0        | 2 2 | 4        | 0  | 10                 |
|              |   | TOTAL:         | 553,822  | 303,300 | 23,525,750 | 43     | 231,350      | 1 30 | 20 | 3     |    |          | <u> </u> |     | <u>`</u> |    |                    |

#### SECTOR: AGRICULTURE AND FOOD PRODUCTS

Sub-sector: Agricultural Machinery

| # Date        | Event  | Location      | Budget   | On site | 12 months  | Sales/ | Sales/       |    | Partic | pation b | y Prov | vinces    |      | Q 4 (S)  | ter a tra a |
|---------------|--|---------------|----------|---------|------------|--------|--------------|----|--------|----------|--------|-----------|------|----------|-------------|
|               |  |               | (Actual) | Sales   | Sales      | Budget | Participants | ON | QC BC  | AL SK    | MB     | NB        | NS F | PENF     | Total       |
| 1 June 20-23  | Incoming Buyers to Western Cda<br>Farm Prog Show | Regina, SA    | 94,298   | 0       | 9,600,000  | 102    | n/a          |    |        |          |        |           |      | •        | 0           |
| 2 Aug 07-09   | NEXUS – Manitoba<br>To Empire Farm Days          | Seneca, NY    | 17,403   | 0       | 1,470,000  | 84     | n/a          | :  |        | N.       |        |           |      |          | 0           |
| 3 Aug 22-24   | Penn State Ag Progress Days                      | Rock Island,  | 75,120   | 0       | 3,855,000  | 51     | 183,571      | 16 | 1      | 3        |        | 1         |      |          | 21          |
| 4 Feb 13-16   | National Farm Machinery Fair                     | Louisville, K | 47,800   | 23,150  | 655,000    | 14     | 84,769       | 2  |        | 3        | 3      |           |      |          | 8           |
| 5 March 11–13 | Triumph of Agriculture                           | Omaha, NB     | 12,500   | 0       | 200,000    | 16     | 16,667       |    |        | 3 4      | 5      | •         |      |          | 12          |
|               | ·  |               | ·        |         |            |        |              |    |        |          |        |           |      |          |             |
|               |  | TOTAL:        | 247,121  | 23,150  | 15,780,000 | 64     | 385,443      | 18 | 1 0    | 3 10     | 8      | <u>15</u> | 0    | <u> </u> | ) 41        |

## SECTOR: FISHERIES, SEA PRODUCTS AND RELATED EQUIPMENT Sub-sector: Fish, Shellfish and other Marine (Process or not)

| A Data            | Event                                   | Location          | Budget   | On site | 12 months  | Sales/ | Sales/       | Ngari | la siya. | Parti | cipati | on by | Provin | C03 |    |    |    |              |
|-------------------|---|-------------------|----------|---------|------------|--------|--------------|-------|----------|-------|--------|-------|--------|-----|----|----|----|--------------|
| # Date            | Event                                   |                   | (Actual) | Sales   | Salos      | Budget | Participants | ON    | QC       |       |        | SK    |        |     | NS | PE | NF | <b>Fotal</b> |
| 1 Apr 1           | Boston Seafood Show Directory           | Boston            | 22,050   |         |            |        |              |       |          |       |        |       |        |     |    |    |    |              |
| 2 Apr 18-20       | FCC/CAFE Annual Business Meeting        | Halifax           | 2,750    |         |            |        |              |       |          |       |        |       |        |     |    |    |    | l            |
| 3 Apr 19          | Frozen Lobster Promotion Workshop       | Boston            | 17,582   | 0       | 0          | 0      | 0            | 2     | .1       |       |        |       |        | 2   | 3  |    | 1  | 9            |
| 4 Apr 25–26       | Seafood Outlook Conference '90          | St. John's, Nild. | 8,777    |         |            |        |              |       |          |       |        |       |        |     |    |    |    |              |
| 5 Jun 17-23       | Fish-Incoming Buyers fm Atlanta         | Atlantic Canada   | 10,791   | 0       | 3,000,000  | 278    |              |       |          |       |        |       |        |     |    |    |    |              |
| 6 Jul 26          | Under utilized species<br>seminar (ACT) | Boston            | 23,965   |         |            |        |              |       |          |       |        |       |        |     |    |    |    |              |
| 7 Oct 31<br>Nov 1 | Seafare Southeast 90                    | Orlando           | 59,329   | 80,000  | 9,000,000  | 153    | 1,135,000    |       | 1        |       |        |       |        | 3   | 3  | 1  | ,  | 8            |
|                   |   | TOTAL:            | 145,244  | 80,000  | 12,000,000 | 83     | 710,588      | 2     | 2        | 0     | 0      | 0     | 0      | 5   | 6  | 1  | 1  | 17           |

#### SECTOR: FISHERIES, SEA PRODUCTS AND RELATED EQUIPMENT

Sub-sector: Marine Harvesting and Processing Equipment

| # Date | Event | Locatio | on 👘 | Budget   | On site | 12 months | Sales/ | Sales/       |    | Par  | licipati | on by Pro | vinces | 1910  |      |     |      |
|--------|-------|---------|------|----------|---------|-----------|--------|--------------|----|------|----------|-----------|--------|-------|------|-----|------|
|        |       |         |      | (Actual) | Sales   | Sales     | Budget | Participants | ON | C BC | AL       | SK MB     | NB     | NS    | PE I | NFT | otal |
|        |       |         |      |          |         |           |        |              |    |      |          |           |        |       |      |     |      |
| 1      |       |         |      |          |         |           |        |              |    |      |          |           |        |       |      |     |      |
|        |       |         |      |          |         |           |        |              |    |      |          |           |        |       |      | 1   |      |
|        |       |         |      |          |         |           |        |              |    |      |          |           |        |       |      |     |      |
|        |       |         |      |          |         |           |        |              |    |      |          |           |        |       |      |     |      |
|        |       | ΤΟΤΑΙ   |      |          |         |           |        |              |    |      | 3. Au    |           |        | 347 S |      |     |      |

#### SECTOR: DEFENCE PROGRAMS, PRODUCTS, RELATED EQUIPMENT & SERVICES Sub-sector: Aerospace

| # Dato    | Event                                 | Location    | Budget   | On site | 12 months | Salos/ | Salos/       |    | . 187 |    |    | ion by l |    |    |    |    |    | T     |
|-----------|---------------------------------------|-------------|----------|---------|-----------|--------|--------------|----|-------|----|----|----------|----|----|----|----|----|-------|
|           |                                       |             | (Actual) | Salos   | Salos     | Budget | Participants | ON | QC    | BC | AL | SK       | MB | NB | NS | PE | NF | Total |
| 1 May 14- | 18 Incoming Aerospace/Defence Mission | Toronto, ON | 15,700   |         |           |        |              |    | ·     |    |    |          |    |    |    |    |    |       |
|           |                                       | TOTAL:      | 15,700   | 0       | 0         | 0      | 0            | 0  | 0     | 0  | 0  | 0        | 0  | 0  | 0  | 0  | 0  | 0     |

# SECTOR: DEFENCE PROGRAMS, PRODUCTS, RELATED EQUIPMENT & SERVICES Sub-sector: Defence products

| # Date             | Event  | Location                      | Budget   | On site | 12 months  | Sales/ | Sales/       |    | , A | Parti | cipatio | on by F | Province | 5     |       |
|--------------------|--|-------------------------------|----------|---------|------------|--------|--------------|----|-----|-------|---------|---------|----------|-------|-------|
|                    |  |                               | (Actual) | Sales   | Salos      | Budget | Participants | ON | QC  | BC    | AL      | SK      | MB NB    | NS PE | Total |
| 1 Sept 27-28       | Salon des Achats 1990                              | Montreal                      | 16,725   |         |            |        |              |    |     |       |         |         |          |       | 0     |
| 2 Apr I<br>Mar 30  | Cdn. Product Show Cases<br>(Over FY 90/91)         | Washington                    | 40,000   |         |            |        |              |    |     |       |         |         |          |       | 0     |
| 3 Apr 1<br>Mar 30  | Prime Contractor VENDOR<br>Sourcing (over FY 90/91 | Philadelphia                  | 42,000   |         |            |        |              |    |     |       |         |         |          |       | 0     |
| 4 Apr 1<br>Mar 31  | CANAMCO contract for '90/91                        | Washington, D                 | 22,345   | ·       |            |        |              |    |     | ÷     |         |         |          |       | C     |
| 5 Apr 2–5          | SAMPE '90 Trade Show                               | Anahoim                       | 33,175   | 0       | 0          | 0      | 0            | 2  |     | 3     |         |         |          |       | 5     |
| 6 Apr 2–5          | AIAC Defence/Aerospace<br>Components Mission       | Oklahoma,<br>San Antonio ALCs | 30,440   |         |            |        |              |    |     |       |         |         |          |       | Ċ     |
| 7 Apr 2–5          | ASO Dir. mission to AIAC<br>Semi-annual Meeting    | Ottawa                        | 1,335    |         |            |        |              |    |     |       |         |         |          |       | (     |
| 8 Apr 10-12        | Sea-Air-Space '90 Trade Show                       | Washington, D                 | 120,672  | 0       | 96,000,000 | 796    | 5,333,333    | 8  | 3   | 1     |         |         |          | 6     | 18    |
| 9 May 1-4          | Defence Research Mission to<br>New Mexico          | Albuquerque,<br>Santa Fe      | 15,600   |         |            |        |              | 3  | 1   | 2     | 1       |         | 1        |       | 8     |
| 10 May 1<br>Sep 30 | NAVSHIPSO Publication<br>(Cdn. coys 'inclusion)    | Philadelphia                  | 27,500   |         |            |        |              |    |     |       |         |         |          |       |       |
| 11 May 7–11        | SPCC Mission to Canada                             | Vancouver/Toro<br>Montreal    | 9,500    |         |            |        |              |    |     |       |         |         |          |       |       |
| 12 May 21-25       | NAECON Show/Conference                             | Toronto/Montre                | 15,700   |         |            |        |              |    |     |       |         |         |          |       | İ     |

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### SECTOR: DEFENCE PROGRAMS, PRODUCTS, RELATED EQUIPMENT & SERVICES

Sub-sector: Defence products

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| Å  | Date Date          | Event  | Location                   | Budget<br>(Actual) | On site<br>Sales | 12 months<br>Saies | Sales/<br>Budget                       | Sales/<br>Participants | ON | QC |   |   |   | Province<br>MB NE |   | PE | NF     | Total |
|----|--------------------|--|----------------------------|--------------------|------------------|--------------------|--|------------------------|----|----|---|---|---|-------------------|---|----|--------|-------|
| 13 | 3 June 1<br>Sep 30 | Medical Equipment Mission to Cda               | Toronto/Ottawa<br>Montreal | 12,000             |                  |                    | ····/································· |                        |    |    |   |   |   |                   |   | -  |        |       |
| 14 | Jun 5–7            | AFCEA '90 Trade Show                           | Washington, D              | 110,000            |                  |                    |  |                        | 8  | 2  | 4 | 1 |   | · 1               | 4 |    |        | 20    |
| 15 | 5 June 5-6         | Vendor Fair/Ogden ALC<br>& area Primes         | Hili AFB, Utah             | 28,650             | 980,000          | 10,000,000         | 383                                    | 784,286                | 9  | 2  |   |   | 3 |                   |   |    |        | 14    |
| 16 | 6 Jun 25–27        | DCSC Procurement<br>Opportunities Fair         | Charleston, WV             | 8,800              |                  |                    |  |                        |    | •  | ĸ |   |   |                   |   |    |        |       |
| 17 | June 27            | Table top trade show at CECOM                  | Ft. Monmouth               | 8,050              |                  |                    |  | •                      |    |    |   |   |   |                   |   |    |        |       |
| 18 | 3 Jul 15<br>Dec 15 | Data Base Info/Direct Access<br>by Companies   | Philadelphia               | 20,000             |                  |                    |  |                        |    |    |   |   |   |                   |   |    |        |       |
| 19 | 9 Jul 30<br>Aug 3  | Electronic Component Mission                   | El Paso, Tex               | 4,700              | 0                | 500,000            | 106                                    | 31,250                 | 9  | 4  | 1 | 2 |   |                   |   |    | х<br>- | 16    |
| 2  | 0 Aug 20           | NBC Prot. Clothing Mission<br>to Washington    | Washington                 | 11,000             |                  |                    |  |                        | 5  | 2  |   |   | 1 |                   |   |    | :      | 8     |
| 2  | 1 Aug 21–23        | Modern Day Marine Corps Show                   | Washington, D              | 82,533             | 250, <b>0</b> 00 | . 0                | 3                                      | 31,250                 | 7  | 1  |   |   |   |                   |   |    | Ĩ      | 8     |
| 2: | 2 Aug 24–27        | Incoming Defence Mission to<br>Atlantic Canada | Atlantic Cda.              | 21,500             |                  |                    |  |                        |    |    |   |   |   |                   |   |    |        |       |
| 2: | 3 Aug 27<br>Sep 28 | Selling to the Military                        | Washington                 | 2,000              |                  |                    |  |                        |    |    |   |   |   |                   |   |    |        |       |
| 24 | 4 Sep 24–27        | AOC '90 Trade Show                             | Boston                     | 97,000             |                  |                    |  |                        |    |    |   |   |   |                   |   |    |        |       |

P.2

## SECTOR: DEFENCE PROGRAMS, PRODUCTS, RELATED EQUIPMENT & SERVICES Sub-sector: Defence products

| #    | Date      | Event  | Location                          | Budget    | On site   | 12 months   | Sales/ | Salos/       |    | 2.1. | Parti | cipati | on by P | rovin | Ces | 1.1 | 11 |    |       |
|------|-----------|--|-----------------------------------|-----------|-----------|-------------|--------|--------------|----|------|-------|--------|---------|-------|-----|-----|----|----|-------|
|      |           |  |                                   | (Actual)  | Sales     | Sales       | Budget | Participants | ON | QC   | BC    | AL:    | SK N    | AB I  | NB  | NS  | PE | NF | Total |
| 25 ( | Oct 1–30  | DISC Missions to Canada  | Edmonton/Toro<br>Montreal/Halifax | 19,600    |           |             |        |              | 7  | 7    |       |        |         |       | 12  | 21  |    | ĺ  | 47    |
| 26   | Oct 15    | "Good Neighbours" video  | Ail US Posts                      | 13,000    |           |             |        |              | }  |      |       |        |         |       |     |     |    |    |       |
| 27   | Nov 27–29 | ComDet '90 Trade Show  | Washington, D                     | 181,045   | 0         | 38,000,000  | 210    | 2,235,294    | 13 | 1    |       | 1      |         |       |     | 2   |    |    | 17    |
| 28   | Mar 19–20 | Food Service Equipment Mission   | Richmond, Virg.                   | 13,500    |           |             |        |              | 2  | 3    |       |        |         |       |     | 1   |    |    | 6     |
| 29   | Mar 27–28 | Visit of Canadian Industry R&D<br>Representatives to Wright Laboratory | Dayton, OH                        | 1,500     |           |             |        |              | 18 | 5    | 2     | 1      |         | 3     |     |     |    | ľ  | 29    |
|      |           |  | Total:                            | 1,009,870 | 1,230,000 | 144,500,000 | 144    | 743,520      | 91 | 31   | 13    | 6      | 4       | 4     | 13  | 34  | 0  | 0  | 196   |

P.3

## SECTOR: DEFENCE PROGRAMS, PRODUCTS, RELATED EQUIPMENT & SERVICES Sub-sector: Security Equipment

| # Date      | Event             | Location  | Budget<br>(Actual) | On site<br>Sales | 12 months<br>Sales | Sales/<br>Budget | Sales/<br>Participants | 1.1.1.1 | QC |    |   |   | ovince: |         | PE N | E T | otal |
|-------------|-------------------|-----------|--------------------|------------------|--------------------|------------------|------------------------|---------|----|----|---|---|---------|---------|------|-----|------|
| 1 May 1-3   | ISC Expo West '90 | Anaheim   | 3,600              |                  |                    |                  |                        |         |    |    |   |   |         |         |      | T   |      |
| 2 May 23-24 | COPEX USA '90     | Baltimore | 87,200             | 10,100           | 750,000            | 9                | 107,144                | 5       |    | 2  |   |   |         |         |      |     | 7    |
| 3 Aug 28–31 | ISC East '90      | New York  | 115,300            | 1,217,000        | 5,670,000          | 60               | 630,007                | 3       | 5  | 1  |   |   |         |         |      |     | 9    |
|             |                   |           |                    |                  |                    |                  |                        |         |    |    |   |   |         |         |      |     |      |
| ng jaabe    |                   | Total:    | 206,100            | 1,227,100        | 6,420,000          | 37               | 401,252                | 8       | 5  | 3. | 0 | 0 | 0 0     | <u></u> | 0    | 0   | 16   |

### SECTOR: ADVANCED TECHNOLOGY PRODUCTS, SYSTEMS & SERVICES

Sub-sector: Electronic Components

| # Date      | Event                     | Location | Budget   | On site | 12 months | Salos/ | Sales/       | <b>.</b> | - 1. C. |     |    | on by F |    |       |          |      | <b>_</b> |
|-------------|---------------------------|----------|----------|---------|-----------|--------|--------------|----------|---------|-----|----|---------|----|-------|----------|------|----------|
|             |                           |          | (Actual) | Salos   | Sales     | Budget | Participants | ON       | QC      | BC  | AL | SK I    | NR | NB NS | <u> </u> | . Nr | 100      |
| 1 May 8-10  | Electro '90               | Boston   | 259,000  | 180,000 | 4,000,000 | 16     | 222,223      | 13       | 5       |     |    |         |    |       |          |      | 1        |
| 2 May 15-17 | Mid West Electronics Expo | St. Paul | 26,600   | 125,000 | 2,500,000 | 99     | 250,010      | 3        |         | 1   | 3  | 1       | 2  |       |          | •    | 1        |
| 3 Nov 13-15 | WESCON '90                | Anaheim  | 15,070   | 100,000 | 350,000   | 30     | 0            |          |         |     |    |         |    |       |          |      |          |
|             |                           | Total:   | 300,670  | 405,000 | 6,850,000 | 24     | 244,644      | 16       | 5       | . 1 | 3  | 1       | 2  | 0 (   | ) (      | ) 0  | 2        |

#### SECTOR: ADVANCED TECHNOLOGY PRODUCTS, SYSTEMS & SERVICES

Sub-sector: Telecommunications

| # Date       | Event                                   | Location                 | Budget<br>(Actual) | On site<br>Sales | 12 months<br>Sales | Sales/<br>Budget | Sales/<br>Participants | ON | QC |   |   |   | Provinces<br>MB NB |   | PE  | NF | Total |
|--------------|---|--------------------------|--------------------|------------------|--------------------|------------------|------------------------|----|----|---|---|---|--------------------|---|-----|----|-------|
| 1 Apr 1-3    | National Association of<br>Broadcasters | Atlanta                  | 25,836             | 80,000           | 6,250,000          | 245              | 892,892                | .6 |    |   | 1 |   |                    |   |     |    | 7     |
| 2 Apr 16-19  | Supercomm 90                            | Atlanta                  | 170,650            | 18,800           | 9,600,000          | 56               | 480,003                | 10 | 4  | 1 | 2 | 2 | 1                  |   |     |    | 20    |
| 3 May<br>Jul | Data Telecommunications<br>Market Study | Dallas                   | 21,435             |                  |                    |                  |                        |    |    |   | • |   |                    |   |     |    |       |
| 4 May 21–23  | National Cable TV Show                  | Atlanta                  | 20,060             |                  |                    |                  |                        |    |    | • |   |   | м                  |   |     |    |       |
| 5 May 22-24  | Int'l Communications Assoc.             | New Orleans              | 123,250            | 202,500          | 5,110,000          | 43               | 0                      |    |    |   |   |   |                    |   |     |    |       |
| 6 Sep 26-28  | Land Mobile                             | Orlando                  | 30,000             | 20,500           | 2,060,000          | 69               | 294,296                | 4  | 2  | 1 |   |   |                    |   |     | I  | 7     |
| 7 Oct 8-10   | SETA: South East Telecom Assoc.         | Miami                    | 17,390             | 0                | 640,000            | 37               | 128,007                | 3  |    | 1 |   |   | 1                  |   |     |    | 5     |
| 8 Oct 15-16  | AT&T Office Opening                     | Toronto                  | 1,000              |                  |                    |                  |                        |    |    |   |   |   |                    |   | •   | •  |       |
| 9 Dec 4-6    | DATA 90                                 | <sup>.</sup> Miaml Beach | 33,597             | 0                | 2,325,000          | 69               | 0                      |    |    |   |   |   |                    |   |     |    |       |
|              |   |                          | -                  | • .              |                    |                  |                        | ļ  |    |   |   |   |                    |   | . • | _  |       |
| <u> </u>     |   | Total:                   | 443,218            | 321,800          | 25,985,000         | 59               | 666,284                | 23 | 6  | 3 | 3 | 2 | 02                 | 0 | 0   | 0  | 39    |

## SECTOR: ADVANCED TECHNOLOGY PRODUCTS, SYSTEMS & SERVICES Sub-sector: Computer Hardware & Software

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| Date                 | Event   | Location                              | Budget    | On site    | 12 months   | Sales/ | Sales/       |     |    | Parti |    | ion by F |    |    | 1.1 |      |     |
|----------------------|---|---------------------------------------|-----------|------------|-------------|--------|--------------|-----|----|-------|----|----------|----|----|-----|------|-----|
|                      |   | · · · · · · · · · · · · · · · · · · · | (Actual)  | Salos      | Sales       | Budget | Participants | ON  | QC | BC    | AL | SK       | MB | NB | NS  | PE N | FTO |
| Apr 2<br>Sep 30      | Data Base Maintenance<br>Computing Prod.          | Ottawa, TPE                           | 20,000    |            |             |        |              |     |    |       |    |          |    |    |     |      |     |
| 2 Apr 30<br>May 2    | 1990 Accounting Show & Conference                 | New York                              | 12,000    | 0          | 1,200,000   | 100    | 400,000      |     | 3  |       |    |          |    |    |     |      |     |
| 3 May 5<br>Dec 1     | Computing Products for World<br>Markets (Direct)  | Ottawa                                | 24,690    |            |             |        |              |     |    |       |    |          |    |    |     |      |     |
| 4 Jun 3–6            | Comdex Spring '90                                 | Atlanta                               | 610,000   | 398,200    | 20,072,700  | 34     | 524,895      | 24  | 6  | 3     | 3  | 1        | 1  |    |     |      | 1   |
| 5 Jun 19-21          | PC Expo '90                                       | New York                              | 322,000   | 5,156,145  | 24,661,145  | 93     | 1,296,404    | 14  | 2  | 4     | 1  |          | 1  | 1  |     |      |     |
| 6 Jun 19-21          | NEXUS-To PC Expo NY & to Boston                   | New York/Bosto                        | 15,000    |            |             |        |              |     |    |       |    |          |    |    |     |      |     |
| 7 Aug 7-9            | SIGGRAPH 90                                       | Dallas                                | 65,000    | 7,800      | 386,000     | 6      | 65,633       | 5   |    | 1     |    |          |    |    |     |      |     |
| 3 Sep                | (ACI) Atlantic Cda. Software<br>Mission to Boston | Boston                                | 11,000    |            | ×           |        |              |     |    |       |    |          |    |    |     |      |     |
| 9 Sep 11-13          | Rochester Computer Show                           | Rochester, NY                         | 65,000    | 41,200     | 440,000     | 7,     | 60,150       | 6   | 2  |       |    |          |    |    |     |      |     |
| 0 Sep 11-13          | Networld  | Dallas                                | 300,000   | 1,023,000  | 8,800,000   | 33     | 517,000      | 12  | 5  |       | 2  |          |    |    |     |      |     |
| Oct 3-6              | UNIX Solutions                                    | Anaheim                               | 88,000    | 5,000      | 1,000,000   | 11     | 502,500      | 1   |    | 1     |    |          |    |    |     |      |     |
| 2 Oct 12             | INFO 90   | New York                              | 164,000   | 5,700      | 4,500,000   | 27     | 500,633      | 6   | 2  |       |    |          |    |    |     |      | 1   |
| 3 Oct 31             | UNIX Expo   | New York                              | 85,000    | 0          | 500,000     | 6      | 100,000      | 3   | 1  |       | 1  |          |    |    |     |      |     |
| Nov 2<br>4 Nov 12-16 | COMDEX Fall 90                                    | Las Vegas                             | 900,000   | 8,508,150  | 56,312,400  | 72     | 875,953      | 40  | 15 | 10    | 6  |          | 3  |    |     |      |     |
| 5 Jan 22-24          | UNIFORUM  | Dalas                                 | 45,000    | 0          | 0           | 0      | 0            | 8   | 2  | 3     |    |          |    |    |     |      |     |
| i Mar 27             | Computer Sector Strategy Meeting                  | Ottawa                                | 10,000    |            |             |        |              | 2   | 2  | 2     |    |          |    |    |     |      |     |
|                      |   | Total:                                | 2,736,690 | 15,145,195 | 117,872,245 | 49     | 642,596      | 121 | 40 | 24    | 13 | 1        | 5  | 1  | 0   | 0    | 2 2 |

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### SECTOR: ADVANCED TECHNOLOGY PRODUCTS, SYSTEMS & SERVICES

Sub-sector: Ceramics

| # | Date     |      | Event       | ije od se dosta<br>Nasili i se dost   | Location   | Budget<br>(Actual) | On site<br>Sales | 12 months<br>Sales | Sales/<br>Budget | Sales/<br>Participants | ON Q |     | cipation b<br>AL SK | • • • • • |         | PE  | NF |
|---|----------|------|-------------|---|------------|--------------------|------------------|--------------------|------------------|------------------------|------|-----|---------------------|-----------|---------|-----|----|
| 1 | April 23 | 3-25 | Ceramics'90 | · · · · · · ·   | Dallas, TX | 15,000             | 0                | 500,000            | 33               | 166,667                | 3    |     |                     |           | <u></u> |     |    |
| - | a second | 12.1 |             | a la filo de la composición de la compo | TOTAL:     | 15,000             | 0                | 500,000            | 33               | 166,667                | 3.0  | 0 0 | 0 0                 | 0         | 0 C     | ) 0 | 0  |

#### SECTOR: POWER & ENERGY EQUIPMENT & SERVICES

.

Sub-sector: Transmission & Distribution Equipment & Services

| Date  | Event   | Location | Budget   | On site | 12 months | Sales/ | Salos/       |    | era af |    |    | on by I |              |      |      |             |       |
|-------|---|----------|----------|---------|-----------|--------|--------------|----|--------|----|----|---------|--------------|------|------|-------------|-------|
|       |   |          | (Actual) | Sales   | Sales     | Budget | Participants | ON | QC     | BC | AL | SK      | <u>MB. N</u> | IB N | IS P | <u>E NF</u> | Total |
| 1 Oct | Incoming Power Equipment<br>Mission to Quebec | Quebec   | 12,900   |         |           |        |              |    |        |    |    |         |              |      |      |             |       |
|       |   | Total:   | 12,900   | 0       | 0         | 0      | 0            | 0  | 0      | 0  | 0  | 0       | 0            | 0    | 0    | 0 0         | 0     |

### SECTOR: POWER & ENERGY EQUIPMENT & SERVICES

Sub-sector: Heating Equipment & other Related Equipment

| # Date | Event | Location | Budget<br>(Actual) | On site<br>Sales | 12 months<br>Sales | Sales/<br>Budget | Sales/<br>Participants | 1. アローク ちいんがい | Participation by Provi<br>BC AL SK MB | NB NS PE NF | Tota |
|--------|-------|----------|--------------------|------------------|--------------------|------------------|------------------------|---------------|---------------------------------------|-------------|------|
| 1      |       |          |                    |                  |                    |                  |                        |               |                                       |             | 1    |
|        |       |          |                    |                  |                    |                  |                        |               |                                       |             |      |
| ·      |       | Total:   |                    |                  | 1                  | in the second    | 9.4.16.16.164.<br>19.1 |               |                                       |             |      |

Sub-sector: Automotive

| # Date      | Event   | Location       | Budget  | On site   | 12 months   | Sales/ | Sales/       |    | t terg | Partic | cipatio | on by Pr | ovinco | <b>.</b> |       |         |
|-------------|---|----------------|---------|-----------|-------------|--------|--------------|----|--------|--------|---------|----------|--------|----------|-------|---------|
|             |   |                |         | Sales     | Sales       | Budget | Participants | ON | QC     | BC     | AL      | SK M     | B NB   | NS       | PE NF | : Total |
| 1 Apr 1-2   | DIRECTORY AFTERMARKET AUTOPART<br>MANUFACTURERS         | Ottawa         | 51,766  |           |             |        |              |    |        |        |         |          |        |          |       |         |
| 2 Apr 4-6   | International Automotive<br>Aftermarket Show/PAS        | Las Vegas      | 35,990  | 1,100,000 | 6,300,000   | 206    | 1,233,333    | 4  |        | 2      |         |          |        |          |       | 6       |
| 3 May 17-19 | MISSION LA TO VANCOUVER<br>TRAVEL BY POST               | Vancouver      | 2,304   |           |             |        |              |    |        |        |         |          |        |          |       |         |
| 4 Oct 10-12 | SEMA/AI '90 Spec. Equip.<br>Manul. Ass./Auto Intl Assoc | Las Vegas      | 45,400  | 14,000    | 6,315,000   | 139    | 632,900      | 4  | 1      | 3      | 1       | 1        |        |          |       | 10      |
| 5 Oct 22-25 | APAA '90 (Auto Parts &<br>Accessories Assoc.)           | Chicago        | 60,300  | 306,000   | 6,200,000   | 108    | 813,250      | 3  | 3      | 1      |         | 1        |        |          |       | 8       |
| 6 Oct 22    | NEXUS-to Auto. Parts &<br>Accessories Assoc. '90        | Chicago        | 8,000   |           |             |        |              | 6  | 3      | 1      | 1       |          |        |          |       | 11      |
| 7 Feb 25-28 | S.A.E. SHOW 91  | Detroit        | 156,000 | 0         | 124,450,000 | 798    | 8,889,286    | 13 | 1      |        |         |          |        |          |       | 14      |
| 8 Mar 21-23 | MID-AMERICA TRUCKING SHOW '91                           | Louisville, Ky | 67,000  | 17,700    | 1,170,000   | 18     | 79,180       | 9  | 3      | 2      | 1       |          |        |          |       | 15      |
|             |   | Total:         | 426,760 | 1,437,700 | 144,435,000 | 342    | 2,279,261    | 39 | . 11   | 9      | 3       | 2        | 0 0    | 0        | 0 0   | 64      |

Sub-sector: Urban Transit

| # Date    | Event   | Localion       | Budget<br>(Actual) | On site<br>Sales | 12 months<br>Sales | Sales/<br>Budget | Sales/<br>Participants | ON Q | en Carte      |   | on by Pr<br>SK M |     |   | PE NF | - Total |
|-----------|---|----------------|--------------------|------------------|--------------------|------------------|------------------------|------|---------------|---|------------------|-----|---|-------|---------|
| 1 Apr 1-2 | California Journal Advert.<br>(Urban Transit) | Los Angeles, C | 6,600              |                  | •<br>•             | · .              |                        |      | · .           |   |                  |     |   |       |         |
| 2 Oct 1-3 | INTERNATIONAL PUBLIC TRANSIT<br>EXPO '90      | Houston, TX    | 775,000            | 4,500,000        | 188,000,000        | 243              | 5,202,703              | 29   | 4 1           | 2 |                  | 1   |   | · .   | 37      |
|           |   | TOTAL:         | 781,600            | 4,500,000        | 188,000,000        | 241              | 5,202,703              | 29   | <b>4</b> %% 1 | 2 |                  | 1 0 | 0 | 0     | 0 37    |

Sub-sector: Marine Industries

| # Date      | Event                        | Location    | Budget   | On site | 12 months | Sales/ | Sales/       |    |    | Parti | cipati | on by I |     |      |           |    |      |
|-------------|------------------------------|-------------|----------|---------|-----------|--------|--------------|----|----|-------|--------|---------|-----|------|-----------|----|------|
|             |                              |             | (Actual) | Salos   | Sales     | Budget | Participants | ON | QC | BC    | AL     | SK      | MBN | B NS | <u>PE</u> | NF | Tota |
| 1 Sep 26–28 | Marine Tech. Society MTS '90 | Washington  | 100,000  | 10,000  | 200,000   | 2      | 30,000       | 4  |    | 1     |        |         |     | 1    |           | 1  | ;    |
| 2 Nov 15-17 | Work Boat Show               | New Orleans | 150,000  | 25,850  | 5,835,000 | 39     | 390,723      | 3  |    | 5     | 2      |         |     | 3    | 1         | 1  | 1!   |
|             |                              | Total:      | 250,000  | 35,850  | 6,035,000 | 24     | 275,948      | 7  | 0  | 6     | 2      | 0       | 0   | 0 4  | 1         | 2  | 2 2  |

Sub-sector: Recreational Boats & Accessories

5

| # Date                                | Event                                       | Location                                 | Budget  | On site          | 12 months | Sales/ | Sales/       | 19 ( N | 5.199 | Partic | ipatio | n by Pr | ovince | <u>ः ः ८</u> |    |    |       |
|---------------------------------------|---|--|---------|------------------|-----------|--------|--------------|--------|-------|--------|--------|---------|--------|--------------|----|----|-------|
|                                       |   | an a |         | Sales            | Sales     | Budget | Participants | ON     | QC    | BC     | AL     | SK M    | B NB   | NS           | PE | NF | Total |
| 1 July 10-12                          | NEBS - Recreational Marine Mission          | Seattle, WA                              | 20,008  |                  |           |        |              | 1      | 2     | 7      | 7      |         |        |              |    |    | 17    |
| 2 Aug 10-12                           | American Marine trades Expo                 | Atlanta, GA                              | 50,919  | 161 <b>,5</b> 00 | 3,120,000 | 64     | 364,611      | 6      | 1     |        |        | •       |        | 2            |    |    | 9     |
| 3 Sept                                | Boating Industry Magazine<br>Cdn Supplement | Chicago, IL                              | 9,950   |                  |           |        |              |        |       |        |        |         |        |              |    |    |       |
| 4 Sept 25-30                          | NEXUS – Recreational Boat Mission to IMTEC  | Chicago, IL                              | 8,830   |                  | · · · ·   |        |              | 2      | 9     | 2      |        |         | 1      |              | 1  |    | 15    |
| 5 Oct 25-29                           | Fort Lauderdale Boat Show                   | Fort Lauderdale                          | 81,838  | 285,000          | 1,990,000 | 28     | 189,583      | 5      | 4     | 2      |        |         |        | 1            |    |    | 12    |
| 6 Feb                                 | Salon Nautique International<br>de Montreal | Montreal, Qc                             | 10,000  |                  |           |        |              |        |       |        |        |         |        |              |    |    |       |
| 7 Feb 14–20                           | Miami Intl Boat & Sailboat Show             | Miami, Fl                                | 112,165 | 735,000          | 4,500,000 | 47     | 402,692      | 9      | 2     | 1      |        |         | 1      |              | ÷  |    | 13    |
| · · · · · · · · · · · · · · · · · · · |   | Total:                                   | 293,710 | 1,181,500        | 9,610,000 | 37     | 163,508      | 23     | 18    | 12     | 7      | 0       | 1      | 3            | 1  | 0  | 66    |

## SECTOR: FOREST PRODUCTS, RELATED EQUIPMENT & SERVICES Sub-sector: Forestry Harvesting Equipment & Services

| # Date | Event |     | <br>Location | Budget   | On site | 12 months | Sales/ | Sales/       |    |            | Parti | cipati | on by I | Provi | nces         |    |    | 1 A. |       |
|--------|-------|-----|--------------|----------|---------|-----------|--------|--------------|----|------------|-------|--------|---------|-------|--------------|----|----|------|-------|
|        |       |     |              | (Actual) | Sales   | Sales     | Budget | Participants | ON | QC.        | BC    | AL     | SK.     | MB    | NB           | NS | PE | NF   | Total |
|        |       |     |              |          |         |           |        |              |    |            |       |        |         |       |              |    |    |      |       |
| 1      |       |     |              |          |         |           |        |              |    |            |       |        |         |       |              |    |    |      |       |
|        |       |     |              |          |         |           |        |              |    |            |       |        |         |       |              |    |    | 1    |       |
|        |       |     |              |          |         |           |        |              |    |            |       |        |         |       |              |    |    |      |       |
|        |       |     | <br>         |          |         |           |        |              |    |            |       |        |         |       |              |    |    |      |       |
|        |       | · · | TOTAL:       |          |         |           |        |              | 0  | <b>0</b> 1 | 0     | - O    | 0       | 0     | :. <b>∕0</b> | 0  | 0  | 0    | 0     |

## SECTOR: FOREST PRODUCTS, RELATED EQUIPMENT & SERVICES Sub-sector: Pulp and Paper Equipment & Services

۰.

| # Date Event | ocation Budget<br>(Actual) | On site<br>Sales | 12 months<br>Sales | Sales/ Sales/<br>Budget Participants |     |     | by Provinces<br>SK MB NB |     | NF Tot |
|--------------|----------------------------|------------------|--------------------|--------------------------------------|-----|-----|--------------------------|-----|--------|
| 1            |                            |                  |                    |                                      |     |     |                          |     |        |
|              |                            |                  |                    |                                      |     |     |                          |     |        |
|              | OTAL: 0                    | 0                | <b>0</b>           | 0                                    | 0 0 | 0 0 | 0 0 0                    | 0 0 | 0      |

### SECTOR: FOREST PRODUCTS, RELATED EQUIPMENT & SERVICES

1

Sub-sector: Woodworking Machinery & Services

| # Date      | Event  | Location    | Budget   | On site | 12 months | Sales/ | Sales/       |    |       |    |    | on by Pr |       |    |    |    |       |
|-------------|--|-------------|----------|---------|-----------|--------|--------------|----|-------|----|----|----------|-------|----|----|----|-------|
|             |  | · · ·       | (Actual) | Sales   | Salos     | Budget | Participants | ON | QC    | BC | AL | SK M     | B. NB | NS | PE | NF | Total |
| 1 Aug 24–27 | Int'l Woodworking & Furniture<br>Supply Fair | Atianta, GA | 14,949   |         |           |        |              |    |       |    |    |          |       |    |    |    |       |
|             |  | TOTAL:      | 14,949   | 0       | 0         | 0      | 0            | 0  | • • 0 | 0  | 0  | 0        | 0 0   | 0  | 0  | 0  | 0     |

## SECTOR: MINING, METAL, MINERALS & RELATED EQUIPMENT Sub-sector: Equipment, Machinery & Services

| # Date      | Event                                      | Location         | Budget   | On site | 12 months | Sales/ | Sales/       |     | 1.1 | Parti | cipati | on by P | rovinc | 0S   |    |    | 1.0   |
|-------------|--|------------------|----------|---------|-----------|--------|--------------|-----|-----|-------|--------|---------|--------|------|----|----|-------|
| l           |  |                  | (Actual) | Salos   | Salos     | Budget | Participants | ON  | QC  | BC    | AL     | SK N    | BN     | B NS | PE | NF | Total |
| 1 May 7–10  | Coal Prep'90                               | Cincinnati, Ohio | 63,919   | 220,000 | 220,000   | 7      | 88,000       | 3   |     | 1     | 1      |         |        |      |    |    | 5     |
| 2 Feb 25–28 | 94th National Western Mining<br>Conference | Denver, CO       | 55,403   | 20,000  | 3,680,000 | 67     | 462,500      | 6   |     | 1     | 1      |         |        |      |    |    | 8     |
|             |  | TOTAL:           | 119,322  | 240,000 | 3,900,000 | 35     | 318,462      | : 9 | 0   | 2     | 2      | 0       | 0      | 0 0  | 0  | 0  | 13    |

# SECTOR: OIL & GAS PRODUCTS, AND RELATED EQUIPMENT Sub-sector: Equipment & Machinery

|             |  | Location     | Budget         | On site   | 12 months  | Sales  | Sales/       |              | <u>188</u> | Partic   | cipati | on by P | ovinces | 1.20 |    | .  | · ·   |
|-------------|--|--------------|----------------|-----------|------------|--------|--------------|--------------|------------|----------|--------|---------|---------|------|----|----|-------|
| # Date      | Evont in the second sec |              | (Actual)       | Salos     | Sales      | Budget | Participants | ON           | QC         | BC       | AL     | SK M    | BNB     | NS   | PE | NF | Total |
| 1 Apr 4–6   | Society of Petroleum Engineers<br>SPE '90  | Ventura, Cal | 15,500         | 1,020,000 | 4,000,000  | 324    | 800,065      |              |            |          | 5      |         |         |      |    |    | 5     |
| 2 May 7-10  | Offshore Tech. Houston O.T.C.'90   | Houston      | 500,000        | 0         | 3,095,000  | 6      | 71,977       | 8            | 2          | 9        | 17     |         |         | 7    |    |    | 43    |
| 3 Jun 12-14 | National Petroleum Show, Calgary   | Calgary      | <b>30,00</b> 0 |           |            |        |              |              |            |          |        |         |         |      |    |    |       |
| 4 Sep 23-26 | Society of Petroleum<br>Engineers (SPE)  | New Orleans  | 116,455        | 1,100,000 | 6,101,000  | 62     | 508,422      | ) 1<br> <br> |            | <b>1</b> | 9      | 1       |         |      |    | 1  | 12    |
| 5 Oct 1-7   | Oil & Gas/Marine Directories<br>(Printing)   | Ottawa       | 49,400         |           |            |        |              |              |            |          |        |         |         |      |    |    |       |
| 6 Oct 28-31 | American Gas Conf. & Exposition  | Boston       | 220,000        | 453,500   | 8,090,000  | 39     | 809,004      | 4            |            | 2        | 3      |         | 1       |      |    |    | 10    |
|             |  | Total:       | 931,355        | 2,573,500 | 21,286,000 | 26     | 304,086      | 13           | 2          | 12       | 34     | 1       | 1 0     | 7    | 0  | 0  | 70    |

# SECTOR: CHEMICALS, PETROCHEMICALS AND RELATED EQUIPMENT Sub-sector: Chemicals

| # Date | Event | <br> | Location | Budget   | On site | 12 months | Sales/ | Salos/       |    | 8.3 | Part | cipati | on by Pro | vinces | ;  | 12 |     |       |
|--------|-------|------|----------|----------|---------|-----------|--------|--------------|----|-----|------|--------|-----------|--------|----|----|-----|-------|
|        |       |      |          | (Actual) | Sales   | Sales     | Budget | Participants | ON |     | BC   | AL     | SK ME     | NB     | NS | PE | NF  | Total |
| 1      |       |      |          | 0        | 0       | 0         | 0      | . 0          | 0  | 0   | 0    |        | (         | )      |    |    |     |       |
|        |       |      |          |          |         |           |        |              |    |     |      |        |           |        |    |    |     |       |
|        |       | <br> | TOTAL:   | 0        | 11      | 13        | 0      | 0            | 0  | 0   | 0    | 0      | 0 (       | 0 0    | 0  | 0  | · 0 | 0     |

# SECTOR: CHEMICALS, PETROCHEMICALS AND RELATED EQUIPMENT Sub-sector: Plastics

| # Date   | Event | and the second | Location                                 | Budget   | On site | 12 months | Sales/   | Sales/           |      | Pa                    | rticipatio    | n by Prov | /inces | 11 A        | a la presenta |        |
|----------|-------|--|--|----------|---------|-----------|----------|------------------|------|-----------------------|---------------|-----------|--------|-------------|---------------|--------|
| " Duio   |       |  | an a | (Actual) | Sales   | Sales     | Budget   | Participants     | ON ( | C BC                  | <u>AL :</u>   | SK MB     | NB     | NS          | PE N          | F Tota |
|          |       |  |  |          |         |           |          |                  |      |                       |               |           |        |             |               |        |
| 1        |       |  |  |          |         |           |          |                  |      |                       |               |           |        |             |               |        |
|          |       |  |  |          |         |           |          |                  |      |                       |               |           |        |             |               |        |
|          |       |  |  |          | 1       |           |          |                  |      |                       |               |           |        |             |               |        |
| <u> </u> |       |  | TOTAL:                                   |          |         |           | a get ag | t et chili avent | 1.00 | n <sub>n</sub> stateg | a destruction |           |        | - N - 1 - 1 | i kan ka      |        |

Sub-sector: Housewares

| # Date      | Event                         | Location  | Budget   | On site | 12 months  | Sales/ | Sales/       |    |    | Parti | cipati | on by Pro | vinces | 3  | i di si |     |       |
|-------------|-------------------------------|---|----------|---------|------------|--------|--------------|----|----|-------|--------|-----------|--------|----|---------|-----|-------|
|             |                               | a statistica a second | (Actual) | Sales   | Sales      | Budget | Participants | ON | QC | BC    | AL     | SK MB     | NB     | NS | PE      | NF. | Total |
| 1 Sep 24-26 | NHMA Fall Housewares Show     | Atlanta   | 45,000   | 75,000  | 1,000,000  | 24     | 142,861      | 4  | 2  |       | 1      |           |        |    |         |     | 7     |
| 2 Jan 6–9   | International Housewares Expo | Chicago   | 91,969   | 9,000   | 23,320,000 | 254    | 1,943,354    | 7  | 3  |       | 1      | 1         |        |    |         |     | 12    |
|             |                               | Total:  | 136,969  | 84,000  | 24,320,000 | 178    | 1,280,009    | 11 | 5  | 0     | 2      | 0 1       | 0      | 0  | 0       | 0   | 19    |

Sub-sector: Apparel & Footwear

| # Da       | te .           | Event   | Location  | Budgot<br>(Actual) | On site<br>Salos | 12 months<br>Sales | Sales/<br>Budget | Sales/<br>Participants | ON |    | Parti<br>BC |   | on by P<br>SK M |   |   | IS I | PE N | IF TC | tal |
|------------|----------------|---|-----------|--------------------|------------------|--------------------|------------------|------------------------|----|----|-------------|---|-----------------|---|---|------|------|-------|-----|
| 1 Ap<br>Ma |                | ADVERTISING SUPPORT FOR CHILDREN<br>APPAREL MFG   | Ottawa    | 65,000             |                  |                    |                  |                        | 2  | 7  | 2           |   |                 |   |   |      |      |       | 11  |
| 2 Ma       | y 29-30        | Coat Buyers to Winnipeg                           | Winnipeg  | 2,500              |                  |                    |                  |                        |    |    |             |   |                 |   |   |      |      |       |     |
| 3 Jul      |                | EXCLUSIVE (Men's Fine Tailored<br>Clothing)       | New York  | 45,560             | 2,000,000        | 2,000,000          | 88               | 200,009                | 3  | 7  |             |   |                 |   |   |      |      |       | 10  |
| 4 Au<br>Oc |                | SMAC Cooperative Trade<br>Promotion Program       | Various   | <b>50,000</b>      |                  |                    |                  |                        |    |    |             |   |                 |   |   |      |      |       |     |
| 5 Se       | •              | M.A.G.I.C. (Mens Apparel<br>Guild of Calif.) Show | Las Vegas | 90,000             | 191,000          | 13,000,000         | 147              | 1,083,346              | 4  | 5  |             |   |                 | 2 |   |      | 1    |       | 12  |
| 6 Se       | pt 11–14       | Children's Apparel Show                           | Miami     | 27,500             | 550,000          | 550,000            | 40               | 91,673                 | 1  | 4  |             |   |                 |   |   | 1    |      |       | 6   |
| 7 Oc<br>Ma |                | Atlanta Apparel Mart Promotions                   | Atlanta   | 60,000             | 14,800           | 3,010,000          | 50               | 501,675                | 4  | 1  |             | 1 |                 |   |   |      |      |       | 6   |
| 8 Fe       | eb 24-26       | CANADA MODE                                       | New York  | 27,000             | 600,00 <b>0</b>  | 1,250,000          | 69               | 52,086                 | 7  | 15 | 1           |   |                 | 1 |   |      |      |       | 24  |
|            | and the second |   | Total:    | 367,560            | 3,355,800        | 19,810,000         | 63               | 287,102                | 21 | 39 | 3           | 1 | 0               | 3 | 0 | 1    | 1    | 0     | 69  |

Sub-sector: Cultural Industries

| # Date              | Event                                       | Location       | Budget   | On site   | 12 months | Sales/ | Sales/       |    |    | Parti | cipati | on by | Prov | nces |    | de la |    |       |
|---------------------|---|----------------|----------|-----------|-----------|--------|--------------|----|----|-------|--------|-------|------|------|----|-------|----|-------|
| • .                 |   | · ·            | (Actual) | Sales     | Sales     | Budget | Participants | ON | QC | BC    | AL     | SK    | MB   | NB   | NS | PE    | NF | Total |
| 1 May 1<br>Mar 31   | Performing Arts Promotion–Part 2            | Kansas City    | 39,300   |           |           |        |              | 4  | 39 |       |        |       |      |      |    |       |    | 43    |
| 2 Jun 2-5           | American Booksellers Assoc. Show            | Las Vegas      | 140,000  | 1,135,000 | 395,000   | 11     | 42,500       | 19 | 8  | 4     | 1      | 3     | 1    |      |    |       |    | 36    |
| 3 Jun 23-26         | American Library Convention                 | Chicago        | 5,500    |           |           |        |              |    |    |       |        |       |      |      |    |       |    |       |
| 4 Aug 15–17         | Pacific Northwest Library Assoc.            | Portland, OR   | 1,650    |           |           |        |              |    |    |       |        |       |      |      |    |       |    |       |
| 5 Sep 7–9           | Upper Midwest Booksellers                   | Minneapolis    | 1,700    |           |           |        |              | ļ  |    |       |        |       |      |      |    |       |    |       |
| 6 Sep 14            | Performing Arts Promotion<br>-Soiree Canada | Windsor, Ont   | 11,150   |           |           |        | • .          |    | ,  |       |        |       |      |      |    |       |    |       |
| 7 Sep 30<br>Oct 1   | Pacific N'thwest Booksellers                | Tacoma, Wash.  | 1,500    |           |           |        |              |    |    |       |        |       |      |      |    |       |    |       |
| 8 Oct 12-14         | New England Booksellers                     | Hartford, Conn | 2,450    |           |           |        |              |    |    |       |        |       |      |      |    |       |    |       |
| 9 <u>J</u> an 26-29 | American Library Assoc.<br>-Mid Winter Mtg. | Minot, N.D.    | 4,500    |           |           |        |              |    |    |       | 18     | 9     | 4    |      |    |       |    | 31    |
| <u></u>             | ·····                                       | TOTAL          | 207,750  | 1,135,000 | 395,000   | 7      | 13,909       | 23 | 47 | 4     | 19     | 12    | 5    | . 0  | 0  | 0     | 0  | 110   |

Sub-sector: Sporting Goods and Clothing

| # Date            | Event   | Location                     | Budget   | On site | 12 months | Sales/ | Sales/       |    |    | 2 C 2 C 2 C 2 |     | on by Prov |    |    |    |    |       |
|-------------------|---|------------------------------|----------|---------|-----------|--------|--------------|----|----|---------------|-----|------------|----|----|----|----|-------|
|                   |   | <u>Richard i sur Alfrica</u> | (Actuai) | Sales   | Sales     | Budget | Participants | ON | QC | BC            | AL  | SK MB      | NB | NS | PE | NF | Total |
| 1 Jul 26-29       | American Fishing Tackie                           | New Orleans                  | 56,055   | 20,300  | 1,095,000 | 20     | 101,391      | 3  | 2  | 4             | 1   | 1          |    |    |    |    | 11    |
| 2 Jui 29<br>Aug 2 | NEXUS Sporting Goods Mission                      | Chicago, Illinois            | 10,422   |         |           | •      |              | 4  | 7  | 4             |     |            |    | 1  |    |    | 16    |
| 3 Jui 30<br>Aug 2 | National Sporting Goods Ass.<br>World Sports Expo | Chicago, Illinois            | 96,730   | 109,200 | 3,525,000 | 38     | 173,057      | 4  | 7  | 3             | 4   | 3          | a. |    |    |    | 21    |
| 4 Aug 13-15       | Outdoor Retailer Expo West                        | Reno, Nevada                 | 80,550   | 153,360 | 910,000   | 13     | 75,954       | 3  | 5  | .4            | 1   | 1          |    |    |    |    | 14    |
| 5 Oct 11-13       | NSGA Fall Market                                  | Anaheim, CA                  | 81,235   | 258,833 | 1,520,000 | 22     | 148,236      | 3  | 4  | 3             | . 2 |            |    |    |    |    | 12    |
|                   | ning an that we have a second state               | Total:                       | 324,992  | 541,693 | 7,050,000 | 23     | 102,590      | 17 | 25 | 18            | 8   | 0 5        | 0  | 1  | 0  | 0  | 74    |

Sub-sector: Furniture

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Sub-sector: Giftware, Arts & Craft

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| # Date            | Event   | Location    | Budget<br>(Actual) | On site<br>Sales | 12 months<br>Sales | Sales/<br>Budget | Sales/<br>Participants | ON  | QC | Parti<br>BC |   | on by<br>SK | Provin<br>MB |   | NS | PE I             | NF | Total |
|-------------------|---|-------------|--------------------|------------------|--------------------|------------------|------------------------|-----|----|-------------|---|-------------|--------------|---|----|------------------|----|-------|
| 1 Jun 12–13       | Solo Giftware Show                              | Minneapolis | 5,500              | 25,000           | 25,000             | 9                | 1,563                  | 3   | 2  | 2           | 3 | 1           | 2            | 2 | 1  |                  |    | 16    |
| 2 Jul 7-11        | National Gift Show                              | Atlanta     | 25,000             | 10,000           | 50,000             | 2                | 5,556                  | 3   | 3  | 1           | 1 |             |              |   | 1  |                  |    | 9     |
| 3 Jul 25<br>Aug 5 | Indian Arts/Crafts Buyers Mission               | Vancouver   | 6,000              | 40,000           | 250,000            | 48               | 0                      |     |    |             |   |             |              |   |    |                  |    | -     |
| 4 Aug 28-30       | Marketing Meeting with NWT Gov't                | Yellowknife | 15,000             |                  |                    |                  |                        |     |    |             |   |             |              |   |    |                  |    |       |
| 5 Jan             | National Gift Show                              | Atlanta     | 25,000             | 30,000           | 150,000            | 7                | 15,001                 | - 4 | 3  | •           | 1 |             |              |   | 1  | 1                |    | 10    |
| 6 Feb 3-5         | Incoming Mission, Atlantic<br>Crafts Trade Show | Halifax     | 15,000             | 100,000          | 100,000            | 13               | 0                      |     |    |             |   |             |              |   |    |                  |    |       |
|                   |   | Total:      | 91,500             | 205,000          | 575,000            | 9                | 16,429                 | 10  | 8  | 3           | 5 | <u></u>     | 2            | 2 | 3  | • হ <b>া</b> ং ি | 0  | 35    |

Sub-sector: Office Products

| Event |       | Location | Budget   | On site  | 12 months | Salos                |                             |  |   |  |   |  |  |   |  |   | 1.1  |
|-------|-------|----------|----------|----------|-----------|----------------------|-----------------------------|--|---|--|---|--|--|---|--|---|--|
|       |       |          | (Actual) | Sales    | Sales     | Budget               | Participants                | ON.                                      | QC  | BC   | ALS   | K MB   | NB   | NS  | PE   | NF 1  | Total  |
|       |       |          |          |          |           |                      |                             |  |   |  |   |  |  |   |  |   |  |
|       |       |          |          |          |           |                      |                             |  |   |  |   |  |  |   |  |   |  |
|       |       |          |          |          |           |                      |                             |  |   |  |   |  |  |   |  |   |  |
|       |       |          |          |          |           |                      |                             |  |   |  |   |  |  |   |  |   |  |
|       |       |          |          |          |           |                      |                             | ļ  |   |  |   |  |  |   |  |   |  |
|       | Event | Event    |          | (Actual) |           | (Actual) Sales Sales | (Actual) Sales Sales Budget | (Actual) Sales Sales Budget Participants | (Actual) Sales Sales Budget Participants ON | (Actual) Sales Sales Budget Participants ON QC | (Actual) Sales Sales Budget Participants ON QC BC | (Actual) Sales Sales Budget Participants ON QC BC AL S | (Actual) Sales Sales Budget Participants ON QC BC AL SK MB | (Actual) Sales Sales Budget Participants ON QC BC AL SK MB NB | (Actual) Sales Sales Budget Participants ON QC BC AL SK MB NB NS | (Actual) Sales Sales Budget Participants ON QC BC AL SK MB NB NS PE | (Actual) Sales Sales Budget Participants ON QC BC AL SK MB NB NS PE NF |

Sub-sector: Pools, Spa and Accessories

| # Date            | Event                         | Location    | Budget<br>(Actual) | On site<br>Sales | 12 months<br>Sales | Sales/<br>Budget | Sales/<br>Participants | PR 2.32 | QC |     | tion by Pr<br>SK M |     |   | PE NF | Total |
|-------------------|-------------------------------|-------------|--------------------|------------------|--------------------|------------------|------------------------|---------|----|-----|--------------------|-----|---|-------|-------|
| 1 Oct 31<br>Nov 2 | National Spa & Pool Institute | Anaheim, CA | 260,000            | 9,800            | 1,950,000          | 8                | 108,878                | 11      | 4  | 2   |                    | 1   |   |       | 18    |
|                   |                               |             |                    |                  | •                  |                  |                        |         |    |     |                    |     |   |       |       |
|                   |                               | Total:      | 260,000            | 9,800            | 1,950,000          | 8                | 108,878                | 11      | 4  | 2 ( | ) 0                | 1 0 | 0 | 0 0   | ) 18  |

Sub-sector: Toys & Games

| # Date | Event |                      | Location | <br>Budget | On site | 12 months | Salos/ | Sales/       |    |      | uticipa |    |    |    |     |      |  |
|--------|-------|----------------------|----------|------------|---------|-----------|--------|--------------|----|------|---------|----|----|----|-----|------|--|
|        |       | $\tau_{1} \in \{0\}$ |          | (Actual)   | Sales   | Salos     | Budget | Participants | ON | QC B | C AL    | SK | MB | NB | NS: | PE N | F Total                                      |
|        |       |                      |          | <br>       |         |           |        |              |    |      |         |    |    |    |     |      |  |
| 1      |       |                      |          |            | •       |           |        |              |    |      |         |    |    |    |     |      |  |
|        |       |                      |          |            |         |           |        |              |    |      |         |    |    |    |     |      | 1  |
|        |       | <br>                 |          | <br>       |         |           |        |              |    |      |         |    |    |    |     |      |  |
|        |       |                      | Total:   |            |         |           |        | 11           |    | 12   |         |    |    |    |     |      | <u>.                                    </u> |

# SECTOR: EDUCATIONAL & TRAINING, MEDICAL, HEALTH CARE & RELATED PRODUCTS Sub-sector: Hospital and Medical Equipment

| # Date              | Event  | Location          | Budget   | On site | 12 months          | Sales/ | Sales/       |    |    |    | •  | on by P |     |      |    |    |       |
|---------------------|--|-------------------|----------|---------|--------------------|--------|--------------|----|----|----|----|---------|-----|------|----|----|-------|
|                     |  |                   | (Actual) | Sales   | Sales              | Budget | Participants |    | QC | BC | AL | SK M    | BN  | 3 NS | PE | NF | Total |
| 1 April 28-30       | Emergemcy Medical Services Show                  | Atlanta, GA       | 5,279    | 12,000  | 600,000            | 116    | 122,400      | 5  |    |    |    |         |     |      |    |    | 5     |
| 2 May 10-13         | All America's Health Exhibition                  | Tampa, FL         | 32,003   | 0       | 24,000,000         | 750    | 3,428,571    | 6  | 1  |    |    |         |     |      |    |    | 7     |
| 3 May 15-17         | Middle Atlantic<br>Health Care Congress          | Atlantic City, NJ | 10,211   | 12,000  | 1,000 <b>,0</b> 00 | 99     | 506,000      | 1  | 1  |    |    |         |     |      |    |    | 2     |
| 4 July 30<br>Aug 01 | American Hospital Ass. Show                      | Washington, D     | 13,689   | 0       | 0                  | 0      | Ö            |    | )  |    |    |         |     |      |    |    |       |
| 5 Jun 26–28         | Med Dosign & Manuf 90<br>Conference & Exposition | New York          | 15,393   | 0       | 0                  | 0      | 0            |    |    |    |    |         |     |      |    |    |       |
|                     |  |                   |          |         |                    |        |              |    |    |    |    |         |     |      |    |    |       |
|                     |  | Total:            | 76,575   | 24,000  | 25,600,000         | 335    | 1,830,286    | 12 | 2  | 0  | 0  | 0       | 0 ( | ) 0  | 0  | 0  | 14    |

# SECTOR: EDUCATIONAL & TRAINING, MEDICAL, HEALTH CARE & RELATED PRODUCTS Sub-sector: Pharmaceuticals & Biotechnology

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| # Date   |      | Event  | Location       | Budget<br>(Actual) | On site<br>Sales | 12 months<br>Sales | Sales/<br>Budget | Sales/<br>Participants | ON | QC |     | lion by Provinces<br>SK MB NB |   | PE NF | Total |
|----------|------|--|----------------|--------------------|------------------|--------------------|------------------|------------------------|----|----|-----|-------------------------------|---|-------|-------|
| 1 May 14 | 4–16 | American Society for Microbiology<br>90th Meeting & Exhibition | Anaheim, CA    | 54,000             | 0                | 1,900,000          | 35               | 237,500                | 6  | 2  |     |                               |   |       | 8     |
| 2 July 2 | 2-26 | Intl Congress of Clinical Chemistry                            | San Francisco, | 12,129             | 0                | 3,000,000          | 247              | 1,000,000              | 2  |    |     |                               |   | 1     | 3     |
| 3 Oct 23 | 8-25 | Intl Biotechnology Exposition'90                               | San Mateo, CA  | 94,515             | 0                | 0                  | 0                | 0                      | 2  | 5  | 1   | 1                             |   |       | 9     |
|          |      |  | Total:         | 160,644            | 0                | 4,900,000          | 31               | 245,000                | 10 | 7  | 1 0 | 0 1 0                         | 0 | 1 0   | 20    |

# SECTOR: CONSTRUCTION & RELATED PRODUCTS

Sub-sector: Building Products (Converted wood products)

| # Date            | Event  | Location      | Budgot   | On site         | 12 months          | Sales/ | Sales/          | - 49 E | 1. | Parti | cipati | on by |    | /inces |    |    |    |       |
|-------------------|--|---------------|----------|-----------------|--------------------|--------|-----------------|--------|----|-------|--------|-------|----|--------|----|----|----|-------|
|                   | and the second |               | (Actual) | Salos           | Sales              | Budget | Participants    | ON     | QC | BC    | AL     | SK    | MB | NB     | NS | PE | NF | Total |
| 1 Apr 6-9         | WHA (Wood Heating Alliance)<br>Home Hearth Expo  | New Orleans   | 60,000   | 0               | 11,155,000         | 186    | 697,188         | 10     | 3  | 1     | 1      |       |    |        | 1  |    |    | 16    |
| 2 May 9–11        | Southern California<br>Construction Expo   | Los Angeles   | 6,100    | 0               | 500,000            | 82     | 250,000         | 1      |    |       | 1      |       |    |        |    |    |    | 2     |
| 3 May 15-18       | INJECTION MOULDING BUYERS MISSIO   | Toronto-Winds | 14,000   |                 |                    |        |                 |        |    |       |        |       |    |        |    |    |    |       |
| 4 May 2224        | Mid-West Construction Expo   | Chicago       | 32,600   | 50,000          | 750,000            | 25     | 114,286         | 3      | 3  | -1    |        |       |    |        |    |    |    | 7     |
| 5 May 22-24       | PAINTOON 90  | Philadelphia  | 80,000   | 15,000,000      | 40,000,000         | 688    | 18,333,333      | 3      |    |       |        |       |    |        |    |    |    | 3     |
| 6 Jun 6-9         | International Tile Exposition  | Anaheim       | 19,500   |                 | 700,000            | 36     | 140,000         | 2      | 2  |       |        |       | 1  |        |    |    |    | 5     |
| 7 Jun 14-16       | Pacific Coast Builders<br>Conference (PCBC)  | San Francisco | 11,700   | 10,500          | 3,000,000          | 257    | <b>301,0</b> 50 | 1      |    | ij    |        |       | 1  |        |    |    |    | 10    |
| 8 Jun 26-28       | The Big '90 Show   | New York      | 31,908   | 0               | 3,500,000          | · • Q  | 318.48 J        | 10     | 1  |       |        |       |    |        |    |    |    | 11    |
| 9 Jun 29<br>Jul 1 | CSI Show '90   | Chicago       | 122,300  | 200,000         | 4 <b>,160</b> ,000 | 36     | 311,429         | 6      | 4  | 3     | 1      |       |    |        |    |    |    | 14    |
| 0 Sept 20-22      | Florida Lumber and Building Show   | Orlands       | 29,534   | <b>150,0</b> 00 | 3,700,000          | 130    | 481,250         | 3      | 4  |       |        |       |    |        |    |    | 1  | 8     |
| 1 Oct 5-7         | Nat'l Plumbing Heating, Cooling<br>and Pipping Show  | Chicago       | 91,800   | 71,000          | 1,650,000          | 19     | 245,857         | 5      | 1  |       |        | 1     |    |        |    |    |    | 7     |
| 2 Oct 24-26       | Building Industry Show-California  | Los Angeles   | 29,000   | 0               | 750,000            | 26     | 187,500         | 2      | 1  | 1     |        |       |    |        |    |    |    | 4     |
| 3 Nov 5–7         | Engineered Plumbing Expo   | Cincinnati    | 42,000   | 0               | 600,000            | 14     | 150,000         | 3      |    |       |        |       | 1  |        |    |    |    | 4     |
| 4 Dec 7-9         | Kitchen/Bath Industry Show West  | Los Angeles   | 27,000   | 0               | 2,000,000          | 74     | 400,000         | 2      | 1  | 2     |        |       |    |        |    |    |    | 5     |

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# SECTOR: CONSTRUCTION & RELATED PRODUCTS

Sub-sector: Building Products (Converted wood products)

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| #  | Date            | Event   | Location        | Budget<br>(Actual) | On site<br>Sales | 12 months<br>Sales | Sales/<br>Budget | Sales/<br>Participants | ON  |    |    |    | on by Pro<br>SK MB |   |   | F NF     | Total |
|----|-----------------|---|-----------------|--------------------|------------------|--------------------|------------------|------------------------|-----|----|----|----|--------------------|---|---|----------|-------|
| 15 | Jan 18–21       | Nat'l Assoc. of Home<br>Builders (NAHB)         | Atlanta         | 190,000            | 350,000          | 8,000,000          | 44               | 379,545                | 10  | 3  | 5  | 1  | 2 1                |   |   | <u> </u> | 22    |
| 16 | Feb 18-20       | ASHRAE Air Cond. Heat<br>Refrig. Expo           | New York        | 210,000            | 35,500           | 21,000,000         | 100              | 914,587                | 12. | 6  | 2  | 1  | 2                  |   |   |          | 23    |
| 17 | Feb 28<br>Mar 3 | Nat'l Assoc. of the Remodeling ind. (NARi)      | Cincinnati      | 97,500             | 500,000          | 6,155,000          | 68               | 665,500                | 4   | 2  | 1  | 1  | . 1                |   |   | 1        | 10    |
| 18 | Mar 12–15       | Nexus Mission to Harrisburg Pa.<br>Housing Show | Harrisburg, Pa. | 17,100             |                  |                    |                  | •                      | 7   |    | 1  | 6  | 1                  | 2 |   |          | 17    |
| 19 | Mar 14-16       | North East Construction Show                    | Boston          | 97,000             | 55,000           | 2,075,000          | 22               | 163,846                | 10  | 1  |    | 1  |                    | 1 | • |          | 13    |
|    |                 |   | Total:          | 1,209,042          | 16,422,000       | 109,695,000        | 104              | 696,779                | 94  | 32 | 25 | 13 | 6 5                | 3 | 1 | 0 2      | 2 181 |

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### SECTOR: INDUSTRIAL MACHINERY, ENVIRONMENTAL EQUIPMENT & RELATED EQUIPMENT Sub-sector: Materials Handling

| # Dato                                 | Event                          | Location      | Budgot<br>(Actual) | On site<br>Sales | 12 months<br>Sales | Salos/<br>Budget | Salos/<br>Participants | ON |    | Parti<br>BC |   | on by Pro<br>SK MI |     |   | PE  | NF | Total |
|--|--------------------------------|---------------|--------------------|------------------|--------------------|------------------|------------------------|----|----|-------------|---|--------------------|-----|---|-----|----|-------|
| 1 May 16-18                            | Logistex'90 East               | Atianta, GA   | 108,000            | 20,000           | 14,120,000         | 131              | 1,414,000              | 6  | 4  |             |   |                    |     |   |     |    | 10    |
| 2 Oct 30<br>Nov 01                     | Inter-Airport/Air Cargo/Airmec | Atianta,GA    | 32,200             |                  | 3,750,000          | 116              | 625,000                | 2  | 3  |             |   |                    | 1   |   |     |    | 6     |
| 3 Nov 06-08                            | Great Lakes Industrial Show    | Cleveland, OH | 13,450             | 6,000            | 4,140,000          | 308              | 829,200                | 4  | 1  |             |   |                    |     |   |     |    | 5     |
| 4 Feb 18<br>Jan21                      | ProMat'91                      | Chicago, iL   | 160,000            | 530,000          | 10,455,000         | 69               | 549,250                | 14 | 5  | 1           |   |                    |     |   |     |    | 20    |
| ······································ |                                | TOTAL:        | 313,650            | 556,000          | 32,465,000         | 105              | 805,390                | 26 | 13 | 1           | 0 | 0                  | ) 1 | 0 | . 0 | 0  | 41    |

# SECTOR: INDUSTRIAL MACHINERY, ENVIRONMENTAL EQUIPMENT & RELATED EQUIPMENT Sub-sector: Environmental Equipment

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| # Date           | Event  | Location                 | Budget<br>(Actual) | On site<br>Sales | 12 months  | Sales/ | Sales/       |    | i (na). | Partic | cipati | on by Pro | vinces | Sec. 19 |       | <u> </u> |
|------------------|--|--------------------------|--------------------|------------------|------------|--------|--------------|----|---------|--------|--------|-----------|--------|---------|-------|----------|
| Max 00. or       |  |                          | (riotal)           | Sales            | Sales      | Budget | Participants | ON | QC      | BC     | AL     | SK M      | NR     | NS      | PE NF | Tata     |
| May 02-04        |  | Atlanta, GA              | 272,000            | 1,644,000        | 12,743,000 | 53     | 899,188      |    | 2       | 1      | 3      |           |        |         |       |          |
| ! June 02-0      |  | Atlantic City, NJ        | 18,403             | 174,000          | 4,900,000  | 276    | 724,857      | 5  | -       |        | J      |           |        |         |       | 10       |
| June17-21        | AWWA'90  | Cincinnati, OH           | 89,315             | 320,000          | 7,155,000  | 84     |              |    | ,       |        |        | . 1       |        |         |       |          |
| June 26-29       | 9 AWMA - Air & Waste Management                  | <b>-</b>                 |                    |                  |            | 04     | 747,500      | 6  | 2       | 1      | 1      |           |        |         |       | 10       |
|                  | Association Expo                                 | Pittsburgh, PE           | 83,589             | 27,000           | 18,445,000 | 221    | 1,847,200    | 7. | 1       | 2      |        |           |        |         |       | 10       |
| Aug 01<br>Oct 31 | Environment Trade Show Database                  | Ottawa, ON               | 3,200              | · o              | 0          | 0      | 0            |    |         | •      |        |           |        |         |       |          |
| Sept 09-13       | 3 Expo-AIDIS'90<br>Environmental Congress        | San Juan,<br>Puerto Rico | 70,000             | 200,000          | 2,800,000  | 43     | 250,000      | 8  |         | 2      | 1      |           |        | 1       |       | 12       |
| Sept 10-11       | NEXUS – Public Works Equipment<br>& Services     | St-Louis, MI             | 14,987             | 0                | 0          | 0      | 0            | 1  |         | 2      | 1      | 1 3       |        |         |       | 8        |
| Oct 07-10        | Water Pollution Control<br>Federation Exposition | Washington, D            | 100,000            | 348,000          | 11,385,000 | 117    | 902,538      | 8  | 3       | 2      |        |           |        |         |       | 13       |
| Nov 06-08        | HazMat West'90                                   | Los Angeles, C           | 15,000             | 50,000           | 2,450,000  | 167    | 625,000      | 2  |         | 1      | 1      |           |        |         | -     | 4        |
| Jun 25-27        | Intervention '90, Vancouver                      | Vancouver                | 6,028              | 0                | 0          | 0      | 0            |    |         |        |        |           |        |         |       |          |
|                  |  | TOTAL:                   | 672,522            | 2,763,000        | 59,878,000 |        |              |    |         |        |        |           | •      |         |       | · · .    |
|                  |  |                          |                    | -1. 001000       | 00,070,000 | 93     | 783,013      | 47 | 9       | 11     | 7      | 1 4       | 0      | 1       | 0 0   | 80       |

### SECTOR: INDUSTRIAL MACHINERY, ENVIRONMENTAL EQUIPMENT & RELATED EQUIPMENT Sub-sector: Packaging Equipment

| # Dato      | Event                     |  | Location                 | Budget   | On silo | 12 months | Sales/ | Sales/       |    |          |    | • • | on by Pr |             | 1. | a tha she |      |       |
|-------------|---------------------------|--|--------------------------|----------|---------|-----------|--------|--------------|----|----------|----|-----|----------|-------------|--|-----------|------|-------|
|             |                           | and the second |                          | (Actual) | Sales   | Sales     | Budget | Participants | ON | <u> </u> | BC | AL  | SK M     | <u>3 NB</u> | <u>NS</u>                                | PE        | NF [ | Total |
| 1 Nov 12-16 | PMMI Pack Expo<br>Chicago |  | McCormick Pla<br>Chicago | 168,000  | 480,000 | 8,795,000 | 55     | ,<br>462,898 | 17 | 2        |    |     |          |             |  |           |      | 19    |
|             |                           |  | Total:                   | 168,000  | 480,000 | 8,795,000 | 55     | 462,898      | 17 | 2        | 0  | 0   | 0        | <u>) (</u>  | 0  | <u> </u>  | 0    | 19    |

# SECTOR: INDUSTRIAL MACHINERY, ENVIRONMENTAL EQUIPMENT & RELATED EQUIPMENT

Sub-sector: Production Equipment

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| # Date      | Event                                     | Location        | Budget<br>(Actual) | On site<br>Sales | 12 months<br>Sales | Sales/<br>Budget | Sales/<br>Participants | ON           | States and the second |     | on by Provin<br>SK MB I |   | S PE N | F Total |
|-------------|---|-----------------|--------------------|------------------|--------------------|------------------|------------------------|--------------|-----------------------|-----|-------------------------|---|--------|---------|
| 1 Apr 10–12 | Advance Productivity Exposition<br>(APEX) | Philadelfia, PA | 4,050              | 0                | 0                  | 0                | <b>``.</b> 0           | 1            |                       |     |                         |   |        | 1       |
| 2 Sep 5-13  | Int'l Machine Tool Show                   | Chicago         | 165,800            | 60,000           | 11,680,000         | 71               | 1,061,825              | 6            | 4                     | · 1 |                         |   |        | . 11    |
|             |   | Total:          | 169,850            | 60,000           | 11,680,000         | 69               | 973,339                | <b>. 7</b> . | 4                     | 0 1 | 0 0                     | 0 | 0 0    | 0 12    |

# SECTOR: INDUSTRIAL MACHINERY, ENVIRONMENTAL EQUIPMENT & RELATED EQUIPMENT

Sub-sector: Hardware, Lawn & Garden Equipment

| # Date        | Event                                       | Location       | Budget   | On site | 12 months  | Sales/ | Salos/       |    |    | Parti | cipati | on by Prov | inces |    |     | T    |       |
|---------------|---|----------------|----------|---------|------------|--------|--------------|----|----|-------|--------|------------|-------|----|-----|------|-------|
|               |   |                | (Actual) | Sales   | Salos      | Budget | Participants | ON | QC | BC -  |        |            |       | NS | PEN | IF T | Total |
| 1 July 29     | Intl Lawn, Garden & Power<br>Equipment Show | Louisville, KY | 55,480   | 0       | 1,100,000  | 20     | 137,500      | 4  | 4  |       |        |            |       |    |     |      | 8     |
| 2 Aug 11-15   | NEXUS – Hardware                            | Chicago, IL    | 17,284   | n/a     | n/a        | n/a    | n/a          | 10 | 7  |       | 2      |            |       |    |     |      | 19    |
| 3 Aug 12-15   | National Hardware Show'90                   | Chicago, IL    | 145,775  | 508,000 | 12,175,000 | 87     | 396,344      | 20 | 6  | 4     | 1      |            |       | 1  |     |      | 32    |
| 4 Aug 18-26   | Southern California Home & Garden Show      | Anaheim, CA    | 10,500   | 0       | 600,000    | 57     | 100,000      | 1  | 1  | 2     | 1      | 1          |       |    |     |      | 6     |
| 5 March 24–26 | National Home Center Show                   | Chicago, IL    | 154,091  | 342,000 | 60,000,000 | 392    | 2,413,680    | 14 | 3  | 3     | 1      | 13         |       |    |     |      | 25    |
|               |   | Total:         | 383,130  | 850,000 | 73,875,000 | 195    | 830,278      | 49 | 21 | 9     | 5      | 1 4        | 0     | 1  | 0   | 0    | 90    |

# SECTOR: INDUSTRIAL MACHINERY, ENVIRONMENTAL EQUIPMENT & RELATED EQUIPMENT Sub-sector: Other Nes. Equipment (Printing Equipment)

1

| # Date            | Event  | Location | Budget (Actual) | Dn site 1<br>Sales | 2 months<br>Sales | Sales/<br>Budget | Sales/<br>Participants | ON QC | ation by Pro |     | NS PE | NF | Total |
|-------------------|--|----------|-----------------|--------------------|-------------------|------------------|------------------------|-------|--------------|-----|-------|----|-------|
| 1 Apr             | Print '91 Printing Equipment Show  | Chicago  | 115,000         |                    |                   |                  | * ``                   | •     |              |     |       |    |       |
| 2 Apr 1<br>Jul 31 | Prepayment, Show 4–11,1991<br>Market Study, Ontario<br>Pre-Press Association | Ottawa   | 40,000          |                    |                   | •                |                        |       |              |     |       |    |       |
| 3 Jun 15<br>Aug 1 | Extract from Printing<br>Industry Directory                                  | Ottawa   | 5,600           |                    |                   |                  | . · ·                  |       |              |     |       |    |       |
| •                 |  | Total:   | 160,600         | 0                  | 0                 | 0                |                        | 0 0   | 0 0 (        | ) 0 | 0 (   | )  |       |

Sub-sector: Investment Development Program (FTA-NTS)

| # Date                 | Event  | Location       | Budget   | On site | 12 months | Sales/ | Sales/       | 1.11 |      |    |      |      | rovince |    | 100 |       |
|------------------------|--|----------------|----------|---------|-----------|--------|--------------|------|------|----|------|------|---------|----|-----|-------|
|                        |  |                | (Actual) | Sales   | Sales     | Budget | Participants | ON : | QC I | BC | AL · | SK 1 | MB NE   | NS | PE  | NF TO |
| 1 April 01             | Doing Business With Cdn Seminar                | Stanford, CT   | 4,105    | n/a     | · n/a     | n/a    | n/a          |      |      |    |      |      |         |    |     |       |
| April 01<br>March 31   | Manufacturing Tech Direct<br>Mail Campalgn     | Detroit, MI    | 7,508    | n/a     | n/a       | n/a    | n/a          |      |      |    |      |      |         |    |     |       |
| 3 May 13-16            | American Society of Microbiology<br>Show       | Anaheim, CA    | 3,008    | n/a     | n/a       | n/a    | n/a          |      |      |    |      |      |         |    |     |       |
| 4 May 22               | Strategic Cocktail Mixer                       | Anaheim, Ca    | 3,138    | n/a     | n/a       | n/a    | n/a          |      |      |    |      |      |         |    |     |       |
| 5 June 21              | WED Investment Seminar                         | Milwaukee, WI  | 7,323    | n/a     | n/a       | n/a    | n/a          |      |      |    |      |      |         |    |     |       |
| 5 Oct 28<br>Nov 02     | Biotech Mission to San Diego                   | San Diego, CA  | 4,300    | n/a     | n/a       | n/a    | n/a          |      |      |    |      |      |         |    |     |       |
| 7 Oct 29               | Local Investment Advertising/<br>Photonics Ad. | San Francisco, | 3,000    | n/a     | n/a       | n/a    | n/a          |      |      |    |      |      |         |    |     |       |
| B Oct 31<br>Nov 02     | CAM-AM RoundTable                              | Toronto, ON    | 20,000   | n/a     | n/a       | n/a    | n/a          |      |      |    |      |      |         |    |     |       |
| 9 Feb 10-13            | 31st Annual International Franchise Conv.      | Miami Beach, F | 1,500    | n/a     | n/a       | n/a    | n/a          |      |      |    |      |      |         |    |     |       |
| 0 April 01<br>March 31 | Export Support Fund<br>Investment – NTS        | All Posts      | 38,700   | n/a     | n/a       | n/a    | n/a          | 1    |      |    |      |      |         |    |     |       |
|                        |  | TOTAL:         | 92,582   | 0       | 0         | 0      | 0            | 0    | 0    | 0  | 0    | 0    | 0 0     | 0  | 0   | 0     |

4

Sub-sector: Tourism Program (FTA-NTS)

| # Date                 | Event   | Location        | Budget | On site<br>Sales | 12 months<br>Sales | Sales/<br>Budget | Salos/<br>Participants | ON |    |    | ipatic<br>AL |    |    |    |    | PE | NF | Total |
|------------------------|---|-----------------|--------|------------------|--------------------|------------------|------------------------|----|----|----|--------------|----|----|----|----|----|----|-------|
| 1 April 01<br>March 31 | ESF – Tourism FY 1990–91                                      | All Posts, U.S. | 77,000 |                  |                    |                  |                        |    |    |    |              |    |    |    |    |    |    |       |
| 2 April 01<br>March 31 | Business Travel (Funds<br>Translered to Toronto)              | All Posts, U.S. | 90,000 |                  |                    |                  |                        | 14 | 2  | 1. | 1            |    | 2  |    |    |    |    | 20    |
| 3 April 01<br>March 31 | Incremental to Posts<br>(TourCan Transfer Reductions Matched) | All Posts, U.S. | 60,000 |                  |                    |                  |                        |    |    |    |              |    |    |    |    |    |    |       |
| 4 April 01<br>March 31 | Globe & Mail / La Press Adv.                                  | Montreal, Qc    | 31,250 |                  |                    |                  |                        |    |    |    |              |    |    |    |    |    |    |       |
| 5 May                  | Sea Sell  | Boston/Was      | 53,400 |                  |                    |                  |                        |    |    |    |              |    |    | 20 | 30 | 10 | 10 | 70    |
| 6 May 8                | Media Marketplace   | Los Angeles     | 10,500 |                  |                    |                  |                        | 20 | 10 | 20 | 20           | 5  | 10 | 5  | 10 | 5  | 5  | 110   |
| 7 May 30-31            | NEBS-Tourism  | Buffalo         | 5,950  |                  |                    |                  |                        | 7  | 2  |    |              |    |    |    |    |    |    | 5     |
| 8 Jun 14               | Showcase Canada   | New York        | 20,000 |                  |                    |                  |                        | 25 | 20 | 15 | 15           | 5  | 5  | 5  | 5  | 5  | 5  | 105   |
| 9 Jun 10–15            | Saskatchewan Fam. Tour  | Saskatchewan    | 20,650 |                  |                    |                  |                        |    |    |    |              | 30 |    |    |    |    |    | 30    |
| 10 Jun 20              | Northwest Airlink   | Boston          | 3,000  |                  |                    |                  |                        |    | 5  |    |              |    |    |    |    |    |    | 5     |
| 11 Sept 06-16          | SATW'90   | St. John, NF    | 4,000  |                  |                    |                  |                        |    |    |    |              |    |    |    |    |    | 20 | 20    |
| 12 Sept 16-22          | Newfoundland Fam. Tour  | Newfoundland    | 17,000 |                  |                    |                  |                        |    |    |    |              |    |    |    |    |    | 15 | 15    |
| 13 Oct.                | Alberta Tourism Marketplace                                   | Alberta         | 10,000 |                  |                    |                  |                        |    |    |    | 50           |    |    |    |    |    |    | 50    |
| 14 Oct 16-19           | Bienvenue Quebec  | Quebec, Qc      | 11,410 |                  |                    |                  |                        | 33 | 15 |    |              |    |    | 1  | 1  | 1  |    | 51    |
| 15 Nov.                | Tourism Manager's Meeting                                     | Montreal, Qc    | 40,000 |                  |                    |                  |                        |    | 80 |    |              |    |    |    |    |    |    | 80    |

Sub-sector: Tourism Program (FTA-NTS)

| #  | Date                 | Event               | Location                  | Budget    | On site<br>Sales | 12 months<br>Sales | Sales/<br>Budget | Sales/<br>Participants | ON  |     |     | cipatio<br>AL |    |    |    | NS  | PE | NF | Total |
|----|----------------------|---------------------|---------------------------|-----------|------------------|--------------------|------------------|------------------------|-----|-----|-----|---------------|----|----|----|-----|----|----|-------|
| 16 | Nov.                 | NEBS – Tourism      | Detroit                   | 3,000     |                  |                    |                  |                        | .9  |     |     |               |    |    |    |     |    |    | 9     |
| 17 | Jan.                 | NEBS – Tourism      | Buffalo                   | 8,000     |                  |                    |                  |                        | 5   | 3   |     |               |    |    |    |     |    |    | 8     |
| 18 | Jan.                 | NEXUS – Tourism     | Chicago                   | 9,000     |                  |                    |                  |                        | 6   |     |     |               |    | 3  |    |     |    |    | 9     |
| 19 | Feb.                 | NEBS – Tourism      | Cleveland                 | 9,000     |                  |                    |                  |                        | 8   |     |     |               |    | •. |    |     |    |    | 8     |
| 20 | Feb.                 | NEBS – Tourism      | Boston                    | 10,000    |                  |                    |                  |                        |     | 5   |     |               |    |    | 2  | 3   | 1  |    | . 11  |
| 21 | Feb.                 | TIAC Annual Meeting | Halifax                   | 25,000    | •                |                    |                  |                        | 50  | 25  | 20  | 15            | 5  | 5  | 15 | 50  | 5  | 5  | 195   |
| 22 | Feb 15-20            | Experience Canada   | Dallas/San Anto<br>Austin | 15,000    |                  |                    |                  |                        | 4   | 3   | 3   | 12            |    |    |    |     |    | .  | 22    |
| 23 | Mar 5–7              | Dateline Canada     | New York                  | 21,500    |                  |                    |                  |                        | 12  | 11  | 4   | 1             | 1  | 2  | 3  | 3   | 1  | 2  | 40    |
| 24 | April 01<br>March 31 | TourCan Allocation  | All Posts                 | 615,000   |                  |                    |                  | •                      | 100 | 75  | 40  | 40            | 20 | 20 | 30 | 50  | 15 | 15 | 405   |
| ┣━ |                      |                     | Total:                    | 1,169,660 | 0                | 0                  | 0                | 0.000                  | 293 | 256 | 103 | 154           | 66 | 47 | 81 | 152 | 43 | 77 | 1,272 |

P.2

Sub-sector: Consulting & other Services

| # Date |     | Event                                 | Location | Budget   | On site | 12 months | Saies/ | Salos          |    |    | articipa |             |    |              |    |   | . Trant |
|--------|-----|---------------------------------------|----------|----------|---------|-----------|--------|----------------|----|----|----------|-------------|----|--------------|----|---|---------|
|        | : . | and the state of the                  |          | (Actuai) | Salos   | Salos     | Budget | Participants   | ON | QC |          | <u>. SK</u> | MB | NB .         | NS | PE NE                                   | Total   |
|        |     |                                       |          |          |         |           |        |                | l  |    |          |             |    |              |    |   |         |
| 1      |     |                                       |          |          |         |           |        |                |    |    |          |             |    |              |    |   |         |
|        |     |                                       |          |          |         | -         |        |                |    |    |          |             |    |              |    |   |         |
|        |     | · · · · · · · · · · · · · · · · · · · | Total:   |          |         |           |        | and the second |    |    |          |             |    | ст., с., с., |    | - 10 - 10 - 10 - 10 - 10 - 10 - 10 - 10 |         |

Sub-sector: Government Non-Defence Procurement

|    | Date Date        | Event  | Location       | Budget<br>(Actual) | On site<br>Sales | 12 months<br>Sales | Sales/<br>Budget | Sales/<br>Participants | 01  | ~              | Partic | cipatio   | on by f | Provinces |    |    |   | 1997    |
|----|------------------|--|----------------|--------------------|------------------|--------------------|------------------|------------------------|-----|----------------|--------|-----------|---------|-----------|----|----|---|---------|
| 1  | April 01–10      | Geomatics Workshops                                    | Vancouver, BC  | 10,000             |                  | :                  |                  |                        | 20  | <u>.</u><br>20 |        | <u>AL</u> | SK      | MB NB     | NS | PE |   |         |
| 2  | May<br>Sept      | Services-Dev't Consulting (Watson)                     | Ottawa, ON     | 15,000             |                  |                    | •                | <b>*</b>               |     | 20             | 20     | 10        |         |           | •  |    |   | 75      |
| 3  | May 01<br>Aug 30 | Fact Sheets: How to Sell to<br>Federal Govt            | Washington, D  | 35,000             |                  |                    |                  |                        |     |                |        |           |         |           |    |    |   |         |
| 4  | May 08-90        | Federal Computer Conference West                       | Anaheim, CA    | 35,000             |                  |                    |                  |                        | . 2 | . 1            | 4      |           |         |           |    |    |   |         |
| 5  | May 14–16        | TABES'90 ~ Tech & Bus. Expo<br>& Symposium             | Huntsville, AL | 74,500             | 0                | 17,420,000         | 234              | 757,391                | 11  | 9              | 2      | •         |         |           | 1  |    |   | 8<br>23 |
| 6  | May 30-31        | NEXUS – To Gov't Workplace Conf.                       | Washington, D  | 12,000             |                  |                    |                  |                        | 6   | 3              |        |           | 4       |           |    |    |   |         |
| 7  | June 22-29       | NEXUS: Telecommunication S/W<br>and Hardware           | Seattle, WA    | 32,760             |                  |                    |                  |                        | Ŭ   | ·              |        |           |         |           |    |    |   | 10      |
| 8  | Jul 19–20        | NEXUS – Sporting goods to GSA                          | Fort Worth 1X  | 16,600             |                  |                    |                  |                        | 4   | 3              | A      | 1         | 1       |           |    |    |   |         |
| 9  | Aug 29<br>Oct 24 | NEXUS to Support Montreal – Area<br>Pilot Project      | Washington, D  | 13,200             |                  |                    |                  |                        | •   |                | •      |           | •       | • •       | 1  |    |   | 16      |
| 10 | Sept             | Selling Non-defence Products to US Gov't (DVS) (Video) | Ottawa, ON     | 12,300             |                  | • • .              |                  | а.<br>11. г. – с       |     |                |        |           |         |           |    |    |   |         |
| 11 | Sept 05-06       | NEXUS to FedMicro'90                                   | Washington, D  | 9,100              |                  |                    |                  |                        |     |                |        |           |         |           |    |    |   |         |
| 12 | Sept 17-19       | Federal Computer Conference<br>Cdn Open House          | Washington, D  | 150,000            | 0                | 2,200,000          | 15               | 146,667                | 12  | 1              |        | 1         |         | 1         |    |    | 1 | 15      |
| 13 | Oct 29<br>Nov 30 | ACI Infrastructure Mission                             | Boston, MA     | 20,000             |                  |                    |                  |                        |     |                |        |           |         |           |    |    |   |         |

Sub-sector: Government Non-Defence Procurement

| # Date         | Event  | Location       | Budget<br>(Actual) | On site<br>Sales | 12 months<br>Salos | Sales/<br>Budget | Saies/<br>Participants | ON | QC |    |    | ion by f<br>SK |   |   | NS | PE N | FT | otal |
|----------------|--|----------------|--------------------|------------------|--------------------|------------------|------------------------|----|----|----|----|----------------|---|---|----|------|----|------|
| 14 Oct 30-31   | Services Sector Mission to<br>Energy Expo'90 | Tacoma, WA     | 25,000             |                  |                    |                  |                        |    |    |    |    |                |   |   |    |      |    |      |
| 15 Nov 19-28   | Gov't Procurement Seminars With CEA          | Mti/Caig/Vanco | 65,000             |                  |                    |                  |                        |    |    |    |    |                |   |   |    |      |    |      |
| 16 Jan 29-31   | Communication Networks'91 Show               | Washington, D  | 145,000            | 0                | 1,900,000          | 13               | 135,714                | 8  | 3  | 1  | 2  |                |   |   |    |      |    | 14   |
| 17 Feb 22-23   | NEXUS Mission: Geomatics Services            | Washington, D  | 15,000             |                  |                    |                  |                        |    |    |    |    |                |   |   |    |      |    |      |
| 18 March 05-07 | FOSE   | Washington, D  | 110,016            | 0                | 1,760,000          | 16               | 195,556                | 5  | 1  | 1  |    |                | 2 |   |    |      |    | 9    |
|                |  | TOTAL:         | 795,476            | 0                | 23,280,000         | 29               | 136,941                | 68 | 41 | 37 | 15 | 2              | 4 | 1 | 2  | 0    | 0  | 170  |

Sub-sector: NEBS

| # Date              | Event                                   | Location                 | Budget<br>(Actual) | On site<br>Sales | 12 months<br>Sales | Sales/<br>Budget | Sales/<br>Participants | ON | QC |          |   | on by F<br>SK I |   |   | S PE | NF | Total |
|---------------------|---|--------------------------|--------------------|------------------|--------------------|------------------|------------------------|----|----|----------|---|-----------------|---|---|------|----|-------|
| 1 Apr 1<br>Mar 31   | Atl. Cda. Initiative–Temp Staff         | Boston                   | 50,750             |                  |                    |                  | •                      |    |    |          |   |                 |   |   |      |    | •     |
| 2 Apr 18            | Hazardous Waste – Vanc.–Seattle         | Seattle                  | 1,300              |                  |                    |                  |                        |    |    | 16       |   |                 |   |   |      |    | 16    |
| 3 Apr 19            | Mult-Mtl to Burlington, Vt              | Burlington, Vt           | 4,522              |                  |                    |                  | :                      | 1. | 22 |          |   |                 |   |   |      |    | 22    |
| 4 Apr 24–25         | Food & Bidg. Material<br>FBDB-Vancouver | Seattle                  | 1,105              |                  |                    |                  |                        |    |    | <b>4</b> |   |                 |   |   |      |    | 4     |
| 5 Apr 24–26         | Mult-Sect - Halifax-Boston              | Boston                   | 12,856             |                  |                    |                  |                        |    |    |          |   |                 |   |   |      | 18 | 18    |
| 6 May<br>Mar 31     | Export Marketing Assistance             | Buffalo                  | 31,92 <u>0</u>     |                  |                    |                  |                        | 5  |    |          |   |                 |   |   |      | •  | 5     |
| 7 May 8–9           | Bottled Water<br>Eastern Cda to Buffalo | Buffalo                  | 12,942             |                  |                    |                  |                        | 5  | 7  | 3        | 2 | 1               | 1 | : | 2 1  |    | 22    |
| 8 May 10            | Quebec City to Jackman Me.              | Jackman, Me.             | 2,550              |                  |                    |                  |                        |    | 19 |          |   |                 |   |   | •    |    | 19    |
| 9 May 17            | Mult-Sect-Mtl to Champlain              | Champlain, NY            |                    |                  |                    |                  |                        |    | 19 |          |   |                 |   |   |      |    | 19    |
| 10 May 17<br>Mar 31 | General Operations                      | Buffalo                  | 10,000             |                  |                    |                  |                        |    |    |          |   |                 |   |   |      |    |       |
| 11 May 21<br>Mar 31 | Temporary Assistance                    | Buffalo                  | 13,400             |                  |                    |                  |                        |    |    |          |   |                 |   |   |      |    |       |
| 12 Jun 4-8          | Nexus to Alaska                         | Ketchikan/June<br>Anchor | 9,409              |                  |                    |                  |                        |    |    |          |   |                 |   |   |      |    |       |
| 13 Jun 5-7          | BRD/Trade – St. Johns-Boston (ACI)      | Boston                   | 19,900             |                  |                    |                  |                        |    |    |          |   |                 |   |   |      | 13 | 13    |

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# SECTOR: SECTORS & SERVICES NOT ELSEWHERE SPECIFIED Sub-sector: NEBS

|      | Date             | Event                           | Location       | Budget<br>(Actual) | On site<br>Sales | 12 months<br>Sales | Sales/<br>Budget | Sales/       |    |          | Participati | on by Pro | vinces |       |       | P.2      |
|------|------------------|---------------------------------|----------------|--------------------|------------------|--------------------|------------------|--------------|----|----------|-------------|-----------|--------|-------|-------|----------|
| 14   | Jun 12–13        | MITT - General                  | Buffalo        | 0                  |                  |                    |                  | Participants |    | <u></u>  | BC AL       | SK ME     | NB     | NS PI | E NF  | Total    |
| 15   | Jun 14           | Clothing - Mtl. to Champlain    | Champlain, NY  | 0                  |                  |                    |                  |              | 33 |          |             |           |        |       |       | 33       |
| 16   | Jun 20-21        | Food – MITT (Ont.) to Buffalo   | Buffalo        | 0                  |                  |                    |                  |              |    | 24       |             |           |        | -     | :     | 24       |
| 17   | Jun 28           | Mtl. to Rochester-General       | Rochester, NY  | . 0                |                  |                    |                  |              | 30 |          |             |           |        | •     |       | 30       |
| 18   | Jul 12           | Mult. SectMtl. to Burlington    | Burlington, VT | 4,600              |                  |                    |                  |              |    | 20       |             |           |        |       |       | 20       |
|      | Jul 12<br>Oct 4  | Promotional Initiative/Montreal | Montreal       | 5,500              |                  |                    | · .              |              |    | 17       |             |           | •      |       | I     | • 17     |
|      | Jul 16–17        | Gift Mfgrs. – Alberta           | •              |                    |                  |                    |                  |              |    | 28       |             |           |        |       | • • • | 28       |
| 1    |                  |                                 | Seattle        | 12,710             |                  |                    |                  |              |    | •        | 25          |           |        |       |       |          |
|      | Jul 19<br>Sep 15 | Annual Telephone Survey         | Various        | 10,000             |                  |                    |                  |              |    |          |             |           |        | ÷.,   |       | 25       |
| 22   | Aug 6-8          | Apparei                         | Minneapolis    | 10,500             |                  |                    |                  |              | •  |          |             |           |        |       |       |          |
| 23   | Aug 8–10         | Computer Software-Mtl. to Bstn. | Boston         | 11,000             |                  |                    |                  |              | 2  | -        | 5           | 1         |        |       |       | 8        |
| 24 / | Aug 21           | Mult-Sect Mtl. to Burlington    | Burlington, VT | 3,260              |                  |                    |                  | 1            | 2  |          |             |           |        |       |       | 20       |
| 25 A | Aug 30           | Agro-Food - Mtl. to Champlain   | Champlain, NY  | 2,500              |                  |                    |                  |              | 3  |          |             |           |        |       |       | 30       |
| 26 S | Sep 9–10         | Speciality Food                 | Tocoma, Wash   | 9,050              |                  |                    |                  |              | 2  |          |             |           |        |       |       | 23       |
| 27 S | Sep 17–19        | Furn. & Acc Mtl. to Boston      | Boston         | 7,750              |                  |                    |                  |              |    |          | 68          |           |        |       |       | 14       |
| 28 S | iep 25–27        | MultSect Halifax to Boston      | Boston         | 15,148             |                  |                    |                  |              | (  | <b>j</b> |             | . "       |        |       |       | 6        |
| 29 S | ep 25-26         | MITT Ontario                    | Buffalo        | 0                  |                  |                    |                  |              | 23 | 2        |             |           | 25     | 3     |       | 28<br>23 |

### SECTOR: SECTORS & SERVICES NOT ELSEWHERE SPECIFIED Sub-sector: NEBS

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| # Date       | Event                                  | Location      | Budget   | On site | 12 months | Sales/ | Sales/ |     | 00 |    |    |     | Provin |    | NC | 05 |    | To1-1 |
|--------------|--|---------------|----------|---------|-----------|--------|--------|-----|----|----|----|-----|--------|----|----|----|----|-------|
|              |  |               | (Actual) | Sales   | Sales     | Budget |        | UN: | QC | BC | AL | SK  | MB     | NB | NS | PE | NP | Total |
| 30 Oct 2-4   | Ind. Comm Atl. Cda. to Boston          | Boston        | 19,600   |         |           |        | • · ·  |     |    |    |    |     |        | 10 | 11 | 5  | 5  | . 31  |
| 31 Oct 4     | MultSect Mtl. to Champiain             | Champlain, NY | 2,500    |         |           |        |        |     | 17 |    |    |     |        |    |    |    |    | 17    |
| 32 Oct 22-23 | Food Products                          | Minneapolis   | 11,240   |         |           |        |        |     |    |    | 1  | 3   | 8      |    |    |    |    | 12    |
| 33 Nov 7–9   | Mult - St. Johns to Boston             | Boston        | 14,517   |         |           |        |        |     |    |    |    |     |        |    |    |    | 10 | 10    |
| 34 Nov 7–9   | MITT - Multi-Sector to Buffalo         | Buffalo       | 0        |         |           |        |        | 13  |    |    |    |     |        |    |    |    |    | 13    |
| 35 Nov 14–15 | Multi-Mnctn & Atl. Cda. to Boston      | Boston        | 8,229    |         |           |        |        |     |    |    |    |     |        | 9  |    | 3  |    | 12    |
| 36 Nov 14–15 | Bldg. Materials                        | Seattle       | 11,300   |         |           |        |        |     |    |    | 15 |     |        |    |    |    |    | 15    |
| 37 Nov 29-30 | Const. (NASCOM) - Mtl. to Boston       | Boston        | 8,007    |         |           |        |        |     | 18 |    |    | • . |        |    |    |    |    | 18    |
| 38 Dec 4-6   | Computer Softwear<br>Halifax to Boston | Boston        | 13,125   |         |           |        |        |     |    |    |    |     |        | 3  | 5  |    | 3  | 11    |
| 39 Jan 23–26 | North Dakota Ag. Expo                  | Minot, ND     | 4,500    |         |           |        |        |     |    |    | 18 | 9   | 4      |    |    |    |    | 31    |
| 40 Jan 28-29 | Apparel, Vanc Seattle                  | Seattle       | 7,061    |         |           |        |        |     |    | 32 | 10 |     |        |    |    |    |    | 42    |
| 41 Jan 30-31 | MITT Ontario                           | Buffalo       | 0        |         |           |        |        | 25  |    |    |    |     |        |    |    |    |    | 25    |
| 42 Jan 30-31 | Building Products                      | Minneapolis   | 10,860   |         |           |        |        | 4   |    |    | 2  | 2   | 1      |    |    |    |    | 9     |
| 43 Feb 5-6   | Food – Halifax to Boston               | Boston        | 8,050    |         |           |        |        |     |    |    |    |     |        |    | 6  | 1  |    | 7     |
| 44 Feb 18-19 | Software – West. Cda to Minn.          | Minneapolis   | 6,750    |         |           |        |        |     |    |    | 3  | 2   | 4      |    |    |    |    | 9     |
| 45 Feb 19-20 | Gift – Western Cda – Seattle           | Seattle       | 9,783    |         |           |        |        |     |    | 30 | 13 |     |        |    |    |    |    | 43    |
|              |  |               |          |         |           |        |        |     |    |    |    |     |        |    |    |    |    |       |

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P.3

# SECTOR: SECTORS & SERVICES NOT ELSEWHERE SPECIFIED Sub-sector: NEBS

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| # Date                                | Event                           | Location | Budget<br>(Actual) | On site<br>Sales | 12 months<br>Sales | • • • • | Sales/<br>Participants | ON  | - 1. E. C. |          |     | n by Pr<br>SK M |      |    | PE | NF  | Total |
|---------------------------------------|---------------------------------|----------|--------------------|------------------|--------------------|---------|------------------------|-----|--|----------|-----|-----------------|------|----|----|-----|-------|
| 46 Mar 5–7                            | Environmental Svcs.             | Boston   | 12,650             |                  |                    |         | ۰.<br>۲                |     |  | <u>.</u> |     |                 | 3    |    |    | 3   | - 9   |
| 47 Mar 12-14                          | Seafood – Atl. Cda-Boston-Hlfx. | Boston   | 10,650             |                  |                    |         |                        |     | 3  |          |     |                 | 2    | 2  | 2  | 5   | 14    |
| 48 Mar 12–14                          | ACI – Seafood-Halifax to Boston | Boston   | 11,300             |                  |                    |         |                        |     | 3  |          |     |                 | 2    | 2  | 2  | 3   | 12    |
| 49 Mar 25–28                          | Crafts - Atl. Cda to Boston     | Boston   | 14,767             |                  |                    |         |                        |     |  |          |     |                 | 86   |    | 2  | 3   | 19    |
| · · · · · · · · · · · · · · · · · · · |                                 |          |                    |                  |                    |         |                        |     |  |          |     |                 |      |    |    |     |       |
|                                       |                                 | TOTAL:   | 447,561            | 0                | 0                  | 0       |                        | 117 | 299  | 91       | 102 | 18 2            | 6 60 | 34 | 16 | .63 | 826   |

P.4

Sub-sector: UTI-UTO Management Projects

| # Dato                  | Event  | Location                  | Budget<br>(Actual) | On site<br>Sales | 12 months<br>Sales | Sales/<br>Budgot | Sales/<br>Participants | ON | QC |      | ON by P<br>SK N |      | S PE | NF | Tota |
|-------------------------|--|---------------------------|--------------------|------------------|--------------------|------------------|------------------------|----|----|------|-----------------|------|------|----|------|
| 1 April 01<br>March 31  | ESF – Trade All Posts 90/91                        | Various                   | 245,348            |                  |                    |                  |                        |    |    |      |                 |      |      |    |      |
| 2 April 01<br>March 31  | Satellite Office                                   | San Juan                  | 139,000            |                  |                    |                  |                        |    |    |      |                 |      |      |    |      |
| 3 April 01<br>March 31  | Satellite Office                                   | Miami                     | 118,000            |                  |                    |                  |                        |    |    |      |                 |      |      |    |      |
| 4 April 01<br>March 31  | Satellite Office                                   | Princeton                 | 90,000             |                  |                    |                  |                        |    | ·  |      |                 |      |      |    |      |
| 5 May 29-31             | Guest Speaker for FTA Seminar                      | Regina, SA                | 3,970              |                  |                    |                  |                        |    |    |      |                 |      |      |    |      |
| 6 June 25-28            | Trade/Tourism/Inv.<br>Planning Meeting             | New York, NY              | 3,900              |                  |                    |                  |                        |    |    |      |                 |      |      |    |      |
| 7 Sept.                 | Magazine Supplement on USA<br>in Canadian Magazine | Ottawa, ON                | 35,000             |                  |                    |                  |                        |    |    |      |                 |      |      |    |      |
| 8 Sept 01<br>March 31   | Co-op Students for Atlantic Cda                    | Hlfx/Chltwn<br>SJons/Mctn | 24,000             |                  |                    |                  |                        |    |    |      |                 |      |      |    |      |
| 9 Sept 27-30            | Cda/U.S. Distribution &<br>Licensing Show          | Montreal, Qc              | 10,000             |                  |                    |                  |                        |    |    |      |                 |      |      |    |      |
| 10 April 01<br>March 31 | Satellite Office                                   | San Diego, CA             | 95,000             |                  |                    |                  |                        |    |    |      |                 |      |      |    |      |
| 11 April 01<br>March 31 | Satellite Office                                   | Denver, CO                | 105,000            |                  |                    |                  |                        |    |    |      |                 |      |      |    |      |
| 12 April 01<br>March 31 | Satellite Office                                   | St. Louis, MI             | 115,400            |                  |                    |                  |                        |    |    | <br> |                 | <br> |      |    |      |

Sub-sector: UTI-UTO Management Projects

| #  | Date                 | Event                            | Location       | Budget<br>(Actual) | On site<br>Sales |       | ales/<br>udget | Sales/<br>Participants | ON | 気気 イント アルト | Partici<br>BC | 1 - C C. | <del>.</del> | - 10 - 10 - 10 - 10 - 10 - 10 - 10 - 10 | NS | PE I | 1F To | tal |
|----|----------------------|----------------------------------|----------------|--------------------|------------------|-------|----------------|------------------------|----|------------|---------------|----------|--------------|---|----|------|-------|-----|
| 13 | April 01<br>March 31 | Sateilite Office                 | Cincinnati, OH | 140,000            |                  |       |                | * X<br>•               |    |            |               |          |              |   |    |      |       |     |
| 14 | April 01<br>March 31 | Satellite Office                 | Pittsburgh, PE | 130,000            |                  |       |                |                        |    |            |               |          |              |   |    |      |       |     |
| 15 | April 01<br>March 31 | Satellite Office                 | Oriando        | 85,000             |                  |       |                |                        |    |            | •             |          | •            |   |    |      |       |     |
| 16 | April 4–6            | Senior Trade Commissioners Conf. | Ottawa         | 11,359             |                  |       |                |                        |    |            | •             |          |              |   |    | {    |       |     |
| -  |                      |                                  | Total:         | 1,350,977          | 0                | <br>0 | 0              | 0                      | 0  | 0          | 0             | 0        | 0 0          | 0.                                      | 0  | 0    | 0     | 0   |

P.2

#### INVESTMENT DEVELOPMENT PROGRAM

The value of the net inflow of foreign direct investment into Canada from the U.S. for 1990 was almost \$1.5 billion. Over half the number of investments subject to The Investment Canada Act (value of transaction in excess of a threshold of \$50 million in 1990) originated in the U.S. This represented a total of 495 new ventures established in Canada by U.S. firms during 1990. Given the primary importance of the USA as a source of direct investment in Canada, that country is a major target for investment promotion.

All Canadian posts in the USA are actively engaged in conducting the Department's Investment Development Program (IDP) aimed at encouraging further U.S. investment into Canada. UTI undertakes the coordination of the U.S investment program in close collaboration with TPE, Investment Canada and the International Affairs branch of ISTC. In New York and Los Angeles the program is delivered by dedicated investment counsellors. Elsewhere, posts and satellite offices deliver the IDP program as part of the complete commercial development program.

Last year initiatives were mainly oriented towards identifying and encouraging prospective investors in priority sectors (e.g., environmental technologies, biotechnology and medical and pharmaceutical products). ISTC and Investment Canada identified those sectors that should bring with them high levels of technology with good possibilities for creating jobs and enhancing Canadian labour skills and export capabilities. The types of deals especially sought after were new "greenfield" investments, joint ventures, strategic partnering and licensing arrangements.

In order to concentrate on these sectors a series of events primarily oriented towards business people were undertaken during the year. These were: seminars for targeted members of the U.S. business community on the Canadian business and investment climate and on Canadian industrial interests and capabilities; sector specific roundtables where C.E.O's of previously matched Canadian and U.S. companies met to explore strategic alliance possibilities; information booths at key U.S. industrial fairs and conferences; advertising placements to promote investments in priority sectors; and direct mail and telemarketing campaigns to selected prospects.

Another very important aspect of the IDP in the U.S lies in the <u>Corporate Liaison Program</u> that entails one-on-one contacts between post personnel and prospective corporate investors. The primary objective of these meetings is to provide information on Canada that will help in making decisions resulting in the establishment, expansion or retention of the firm's operations in Canada. Because of the nature of the investment program, it is almost impossible to <u>quantify</u> precisely the investment resulting directly from our initiatives. However, those projects showing the best cost/benefit ratios, in terms of serious investment leads uncovered, were sector-specific events at which Canadian executives could interact directly with their U.S counterparts. This type of event, combined with the continued efforts of our posts in close collaboration with federal, provincial and municipal entities have lead to significant benefits for Canada.

Through the type of activities indicated above including the Corporate Liaison Program, post personnel are now in contact with over 8,000 prospective U.S.investors yearly. From these activities, US posts succeeded in identifying over 2,500 serious investment prospects during the FY. These were followed up through the provision of pertinent information on doing business in Canada, as well as, where appropriate, clarification of Canadian policies affecting investment. Other services included introductions to possible joint venture partners, licensees, and federal, provincial and municipal economic development authorities including ISTC regional offices.

These results were attained with a budget of \$625 thousand, with which the U.S posts have undertaken a total of 78 investment and technology promotional projects during the 1990-91 fiscal year. The budget came from two main sources: \$555 thousand from IDP funds specifically authorized by Treasury Board for fostering foreign investment in Canada, and close to \$70 thousand from UTD's Free Trade Agreement promotional resources.

#### TOURISM

Tourism in Canada is a \$25 billion industry that stimulates growth, prosperity and cultural development in all provinces. Since 1982, the delivery of the tourism program has been a shared responsibility between Tourism Canada and External Affairs and International Trade Canada (EAITC). Specifically, Tourism Canada is responsible for establishing the strategy, providing the direction and funding the delivery of the Federal Tourism Program. EAITC, through its Tourism Coordination Unit, geographic bureaus and posts around the world, is responsible for the delivery of the program abroad, the funding and the management of tourism offices.

In 1990/91, the Federal Government allocated close to \$7 million to the tourism program delivery abroad. \$2.3 million was allocated by Tourism Canada and \$4.7 million by EAITC. The EAITC tourism network comprises 62 officers dedicated to tourism development in 25 posts in eleven countries.

#### U.S. TOURISM PROGRAM

U.S. visitors, Canada's largest international market, generated revenues of \$3.6 billion in 1990, 58% of foreign tourism receipts. In the U.S., EAITC has 15 tourism offices with a dedicated staff of 40 officers to assist the Canadian travel industry promote its products and services. In FY 1990/91, Tourism Canada's program funding to the territory totalled \$600,000 while EAITC contributed a further \$555,000 in support of new promotional initiatives.

During the same period, U.S. posts generated \$339 million in incremental revenue for Canada. Posts also leveraged 4 times the \$1.170 million of EAITC/Tourism Canada program activities from 1,272 tourism industry partners. Activities included 480 promotional activities and marketplaces, 116 familiarization tours for 1,377 U.S. travel industry contacts and 957 site inspections for business travel, travel trade and media contacts. The return was almost \$300 in revenue to the benefit of the Canadian industry to \$1 of government funds spent. Under the first year of operation of the new tourism export development program (NEBS - NEXUS), EAITC has successfully organized 7 missions involving more than 100 Canadian tourism operators to facilitate market access to Border States and U.S. South.

The high-yield business traveller is a major marketing target for the 1990s. Post business travel specialists planned 339 site inspections and promotional events that generated an impressive \$217 million of tourism revenues for Canada, equivalent to a return of \$200 for every dollar invested.

#### OVERSEAS TOURISM PROGRAM

The European and Asian markets for Canadian tourism products are growing faster than the US market. Canada has four primary overseas posts with pro-active tourism programs; London (U.K.), Paris (France), Dusseldorf (Germany) and Tokyo (Japan). In addition, six other posts have tourism dedicated officers: Hong Kong, Seoul, Taipei, Sydney, The Hague and Mexico.

In FY 1990/91, Tourism Canada's program funding for offshore post programs totalled \$1.7 million. EAITC contributed approximately \$150,000.

In 1990, the largest offshore tourism market was Western Europe. That year, the number of trips to Canada from France increased by 5% while U.K. and Germany suffered a slight decline.

Also growing rapidly is the Japanese market. Canada represents an ideal destination for the Japanese tourist looking for diverse experiences in a clean and safe environment. In 1990, the Japanese market increased by 2.5% bringing the number of visitors to Canada to 475,000. Over the last decade, the Japanese market increased by 237%.

#### CANADIAN TOURISM RECEIPTS

The following statistics show the number of visitors and revenues generated by U.S. and overseas markets for 1989 and 1990.

| CAN           | ADIAN      | N TOUI       | RISM R     | ECEI         | PTS*     |         |
|---------------|------------|--------------|------------|--------------|----------|---------|
| COUNTRY       | 19         | 989          | 1          | 990          | DIFFEI   | RENCE % |
| · · ·         | Visitors   | Revenue      | Visitors   | Revenue      | Visitors | Revenue |
|               |            | (Million \$) |            | (Million \$) |          |         |
| UNITED STATES | 12,184,000 | 3,589.9      | 12,267,000 | 3,614.3      | 0.68     | 0.68    |
| JAPAN         | 387,000    | 296.5        | 412,500    | 316.1        | 6.58     | 6.61    |
| U.K.          | 561,200    | 295.6        | 559,400    | 293.0        | -0.32    | 0.88    |
| GERMANY       | 262,700    | 167.6        | 255,200    | 162.8        | -2.85    | -2.86   |
| FRANCE        | 242,900    | 156.9        | 259,600    | 167.6        | 6.87     | 6.8     |
| HONG KONG     | 117,900    | 101.5        | 125,100    | 107.6        | 6.1      | 6.0     |
| AUSTRALIA     | 109,700    | 70.7         | 112,300    | 72.3         | 2.37     | 2.26    |
| NETHERLANDS   | 87,500     | 45.9         | 87,000     | 45.6         | -0.57    | -0.65   |
| MEXICO        | 63,200     | 44.0         | 63,900     | 44.4         | 1.1      | 0.9     |
| TAIWAN        | 33,600     | 31.6         | 39,300     | 36.9         | 16.96    | 16.77   |
| KOREA         | 30,600     | 23.2         | 35,500     | 26.9         | 16.0     | 15.9    |
| OTHERS        | 1,030,700  | 713.9        | 1,041,000  | 721.0        | 0.99     | 0.99    |
| TOTAL         | 15,111,000 | 5,530.0      | 15,257,800 | 6,254.0      | 0.97     | 13.0    |

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# ESTIMATED RESULTS (CANADIAN DOLLARS \$000) FY 1990-91

| Post          | 1990/91<br>Budget | Levered<br>Funds | Touring | City    | Outdoors | Business<br>Travel | Total Est.<br>Revenue |
|---------------|-------------------|------------------|---------|---------|----------|--------------------|-----------------------|
| Atlanta       | 50                | 250              | 5,000   | 3,000   | 1,500    | 250                | 24,000                |
| Boston        | 44                | 263              | 3,190   | 2,350   | 2,350    | 4,050              | 9,600                 |
| Buffalo       | 28                | 229              | 2,880   | 1,020   | 483      | 2,050              | 6,433                 |
| Chicago       | 60                | 222              | 2,522   | 960     | 2,302    | 24,650             | 30,335                |
| Cleveland     | 40                | 325              | 2,533   | 180     | 588      | 7,986              | 11,286                |
| Dallas        | 40                | 178              | 6,838   | 2,347   | 2,615    | 46,127             | 57,927                |
| Detroit       | 32                | 275              | 3,100   | 1,800   | 2,500    | 2,300              | 9,700                 |
| Los Angeles   | 56                | 108              | 8,721   | 978     | 3,895    | 37,700             | 51,294                |
| Minneapolis   | 29                | 554              | 1,000   | 116     | 726      | 1,807              | 3,649                 |
| New York      | 80                | 650              | 13,800  | 1,000   | 6,100    | 30,000             | 50,900                |
| San Francisco | 40                | 264              | 9,190   | 7,810   | 2,360    | 2,860              | 22,220                |
| Seattle       | 40                | 311              | 1,696   | 225     | 423      | 3,035              | 5,379                 |
| Washington    | 76                | 456              | 1,207   | 400     | 150      | 55,141             | 56,898                |
| UTO/Tourism   | 554,660           |                  |         | <i></i> |          |                    | ***                   |
| TOTAL         | 1,169,660         | 4,085            | 61,677  | 22,186  | 25,992   | 217,956            | 339,621               |

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# U.S. TOURISM POSTS FY 1990-91

# Activities

| Post          | No. of<br>Promos | No. of<br>Fams | No. of<br>Guests<br>on Fams | Site Ins<br>Trade | spection<br>Business<br>Travel | \$<br>Media | Value of<br>Editorial<br>Coverage<br>in (\$,000) |
|---------------|------------------|----------------|-----------------------------|-------------------|--------------------------------|-------------|--|
| Atlanta       | 9                | 21             | 58                          | 0                 | 25                             | 7           | 2,000  |
| Boston        | 20               | 8              | 147                         | 6                 | 38                             | 69          | 2,360  |
| Buffalo       | 27               | 7              | 143                         | 48                | 6                              | 20          | 250  |
| Chicago       | 53               | 19             | 4                           | 4                 | 16                             | 5           | 3,200  |
| Cleveland     | 40               | 16             | 138                         | 17                | 18                             | 31          | 1,240  |
| Dallas        | 16               | 3              | 35                          | 17                | 79                             | 8           | 700  |
| Detroit       | 28               | 9              | 172                         | 19                | 10                             | 14          | 2,900  |
| Los Angeles   | 76               | 1              | · 12                        | 12                | 58                             | 62          | 10,100   |
| Minneapolis   | 29               | 3              | 60                          | 12                | 17                             | 21          | 2,000  |
| New York      | 120              | 10             | 312                         | 12                | 53                             | 91          | 5,000  |
| San Francisco | 18               | 3              | 45                          | 4                 | 8                              | 18          | 990  |
| Seattle       | 26               | 10             | 131                         | 12                | 6                              | 25          | 2,330  |
| Washington    | 18 -             | 6              | 120                         | 3                 | 5                              | 81          | n/a  |
| TOTAL         | 480              | 116            | 1,377                       | 166               | 339                            | 452         | 33,070   |

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# OVERSEAS TOURISM MARKETS 1990-91

Activities

| Post       | Trade/Media<br>Events/Act. | No. of<br>Guests<br>to Canada | No. of<br>Partners | Tourism<br>Resources | Partners<br>Leverage | Media<br>Covrage<br>(\$,000) | Incremental<br>Revenue<br>(\$,000) |
|------------|----------------------------|-------------------------------|--------------------|----------------------|----------------------|------------------------------|------------------------------------|
| Dusseldorf | n/a                        | n/a                           | n/a                | n/a                  | n/a                  | n/a                          | n/a                                |
| London     | 100                        | 219                           | 283                | 200,000              | 538,710              | 2,513                        | 6,842                              |
| Paris      | 138                        | 133                           | 311                | 340,000              | 1,203,000            | 7,000                        | 75,000                             |
| Tokyo      | 30                         | 183                           | 119                | 237,082              | 778,140              | 8,461                        | 18,642                             |
| TOTAL      | 268                        | 535                           | 711                | 777,082              | 2,519,850            | 17,974                       | 100,484                            |



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