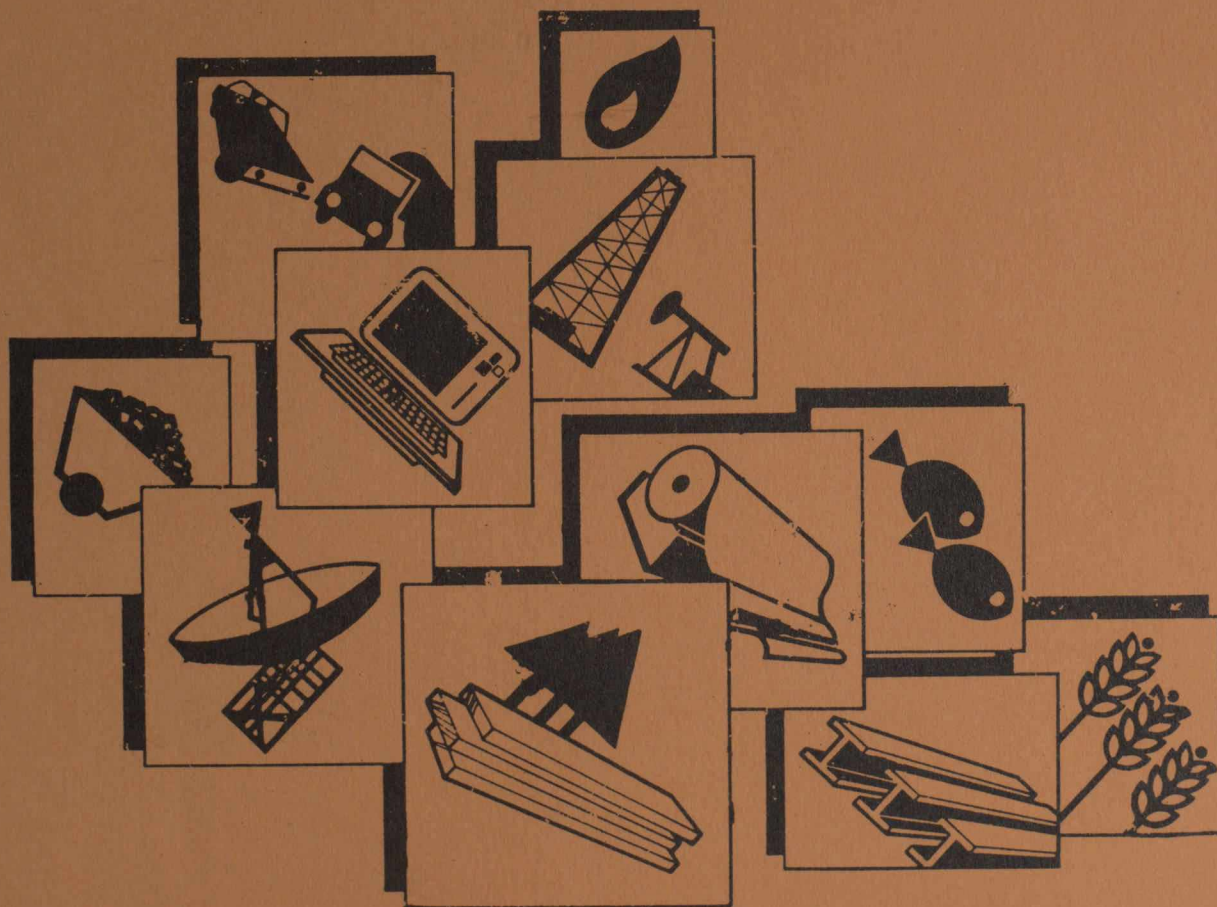


CA1  
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EXF  
1988/89  
STORAGE

TRADE AND INDUSTRIAL DEVELOPMENT PROGRAM

ANNUAL SUMMARY  
OF  
ACTIVITIES AND RESULTS

APRIL 1989 - MARCH 1990  
(FY 1989-90)



External Affairs and  
International Trade Canada

Canada

JULY 1991





# TRADE AND INDUSTRIAL DEVELOPMENT PROGRAM

Dept. of External Affairs  
Min. des Affaires extérieures  
OTTAWA

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## ANNUAL SUMMARY OF ACTIVITIES AND RESULTS

April 1989 - March 1990

(FY 1989-1990)



## INTRODUCTION

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

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

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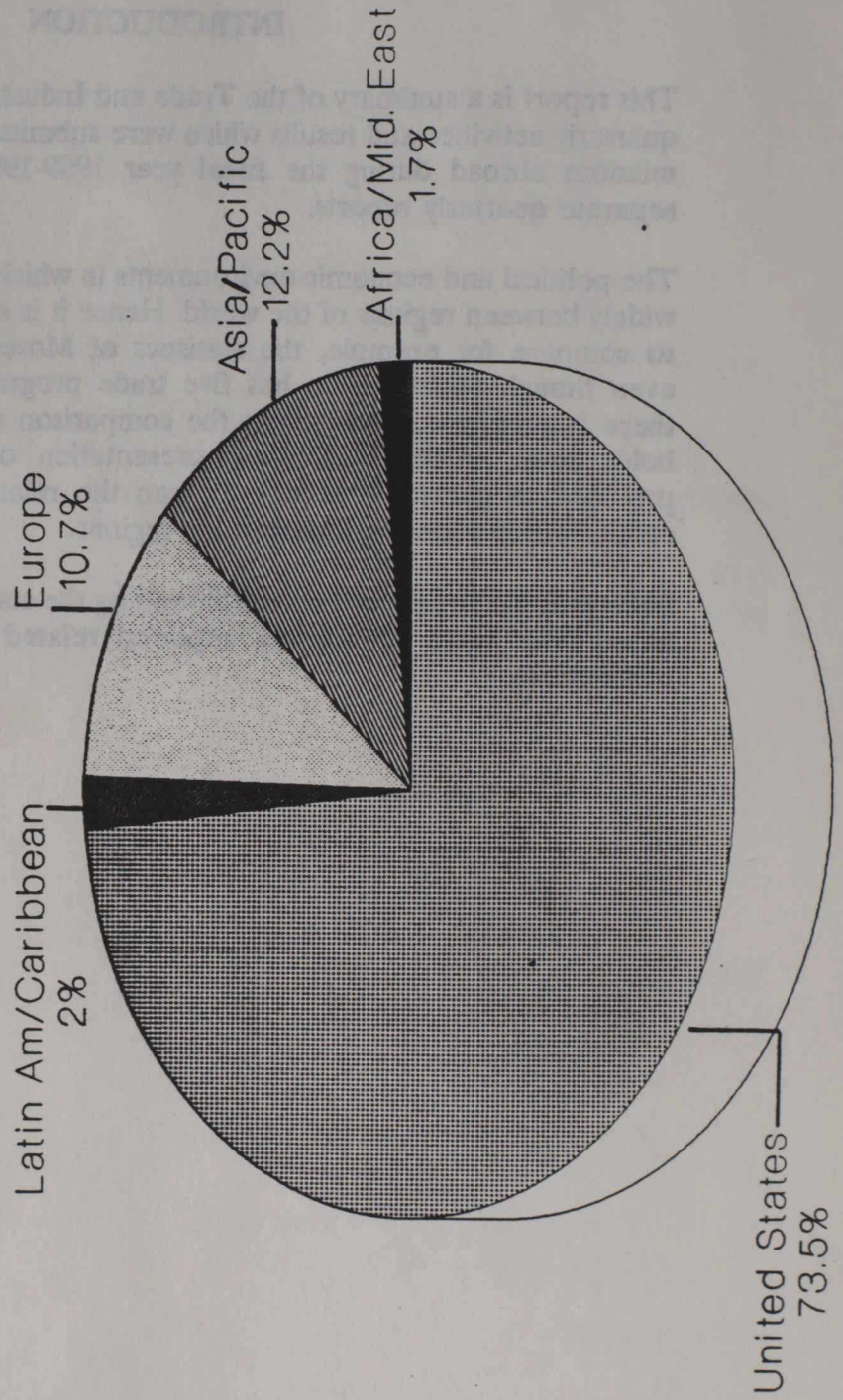
## INTRODUCTION

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

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

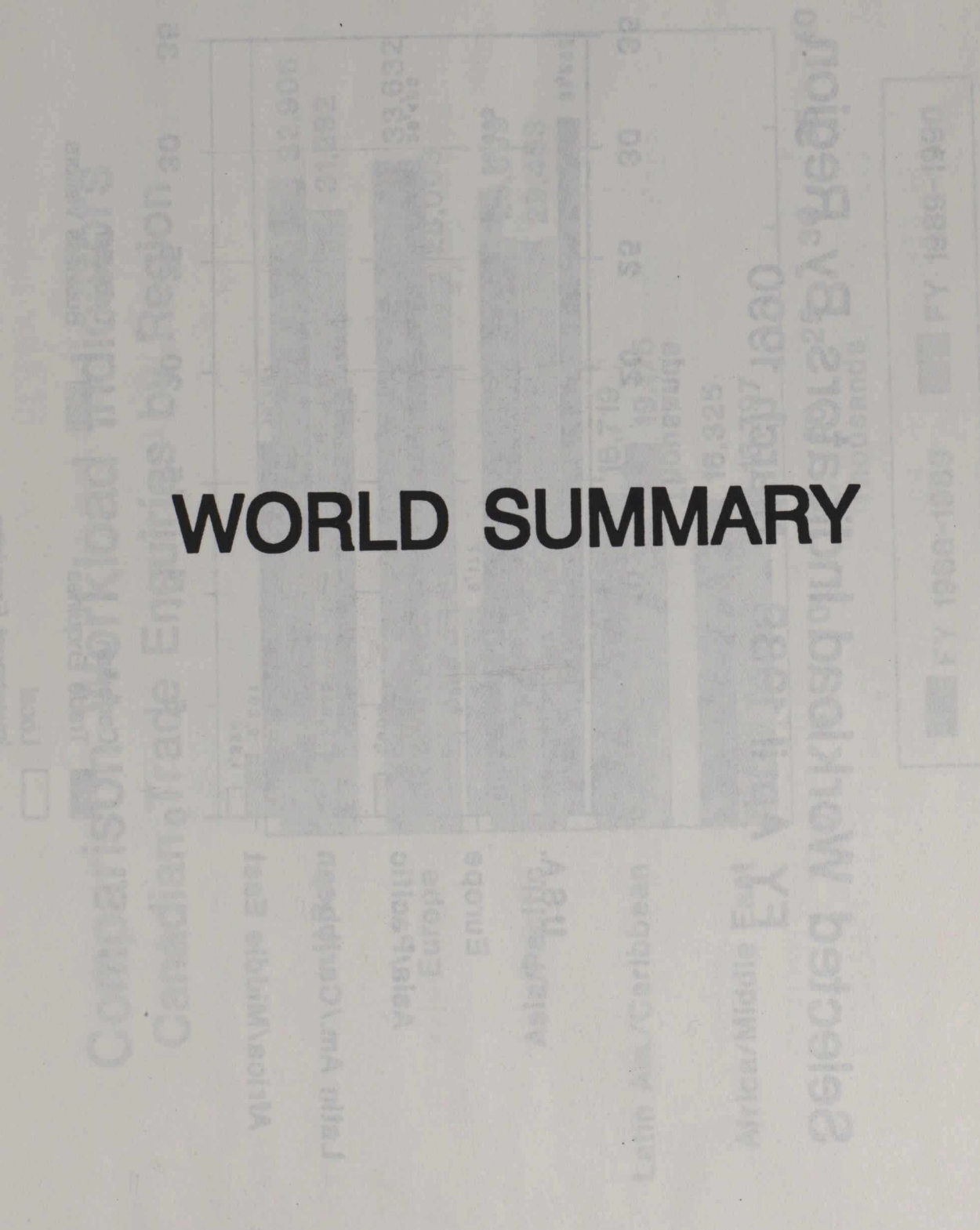
Each graphical presentation is followed by the statistics upon which they are based. The value of business reported related to actual and completed transactions.

# Canada's Exports by Region 1989



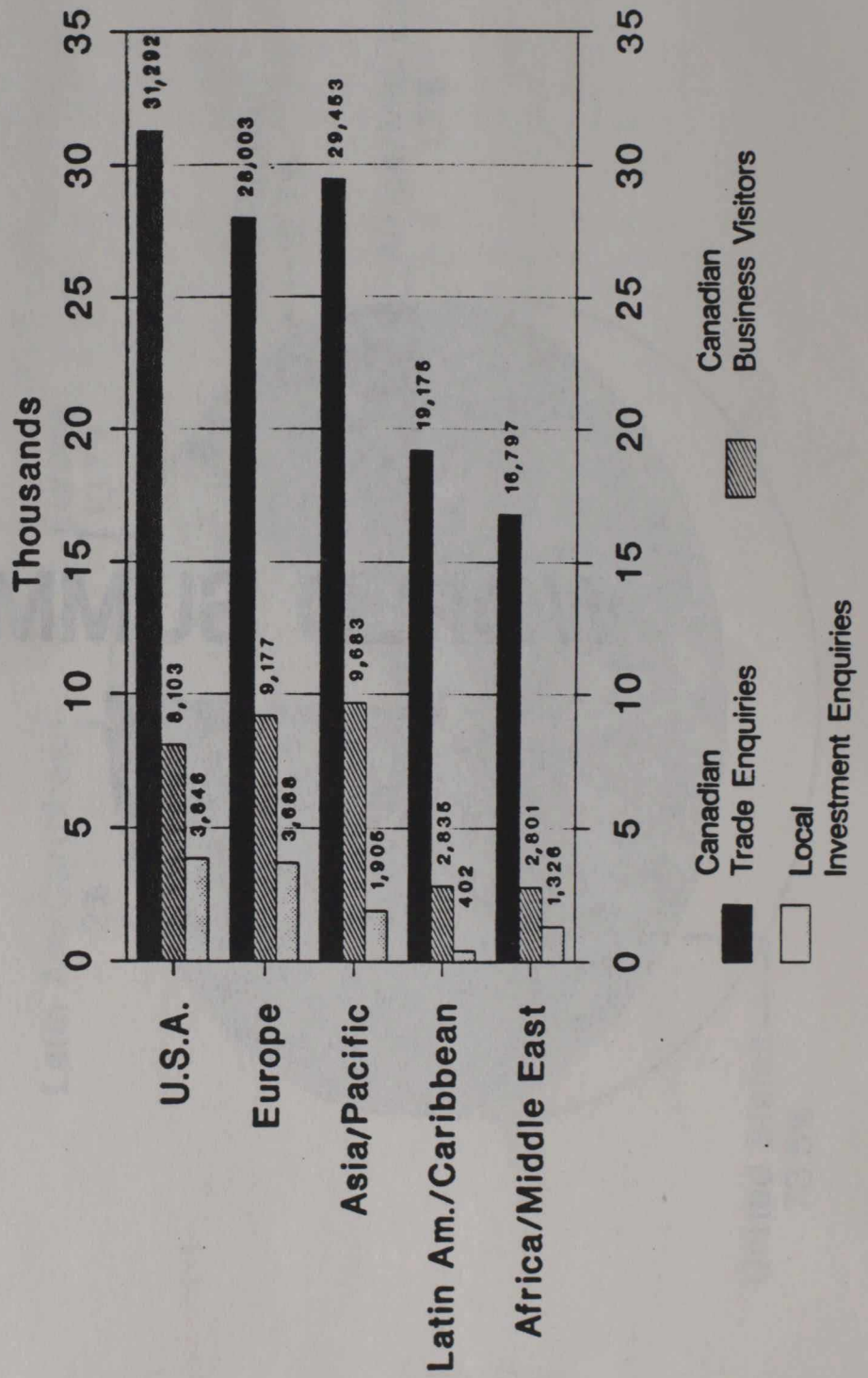


# WORLD SUMMARY

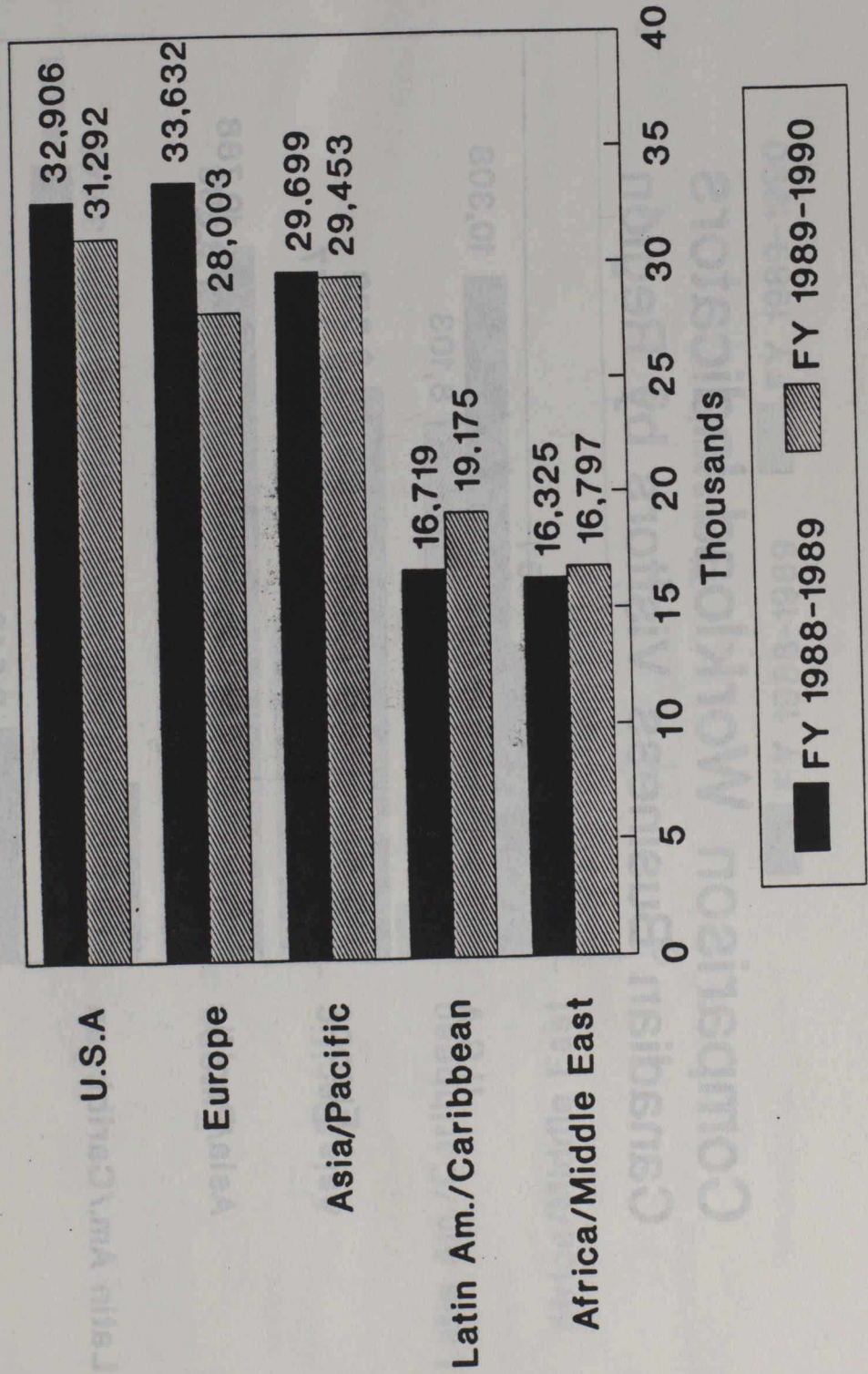


# Selected Workload Indicators By Region

## FY April 1989 - March 1990

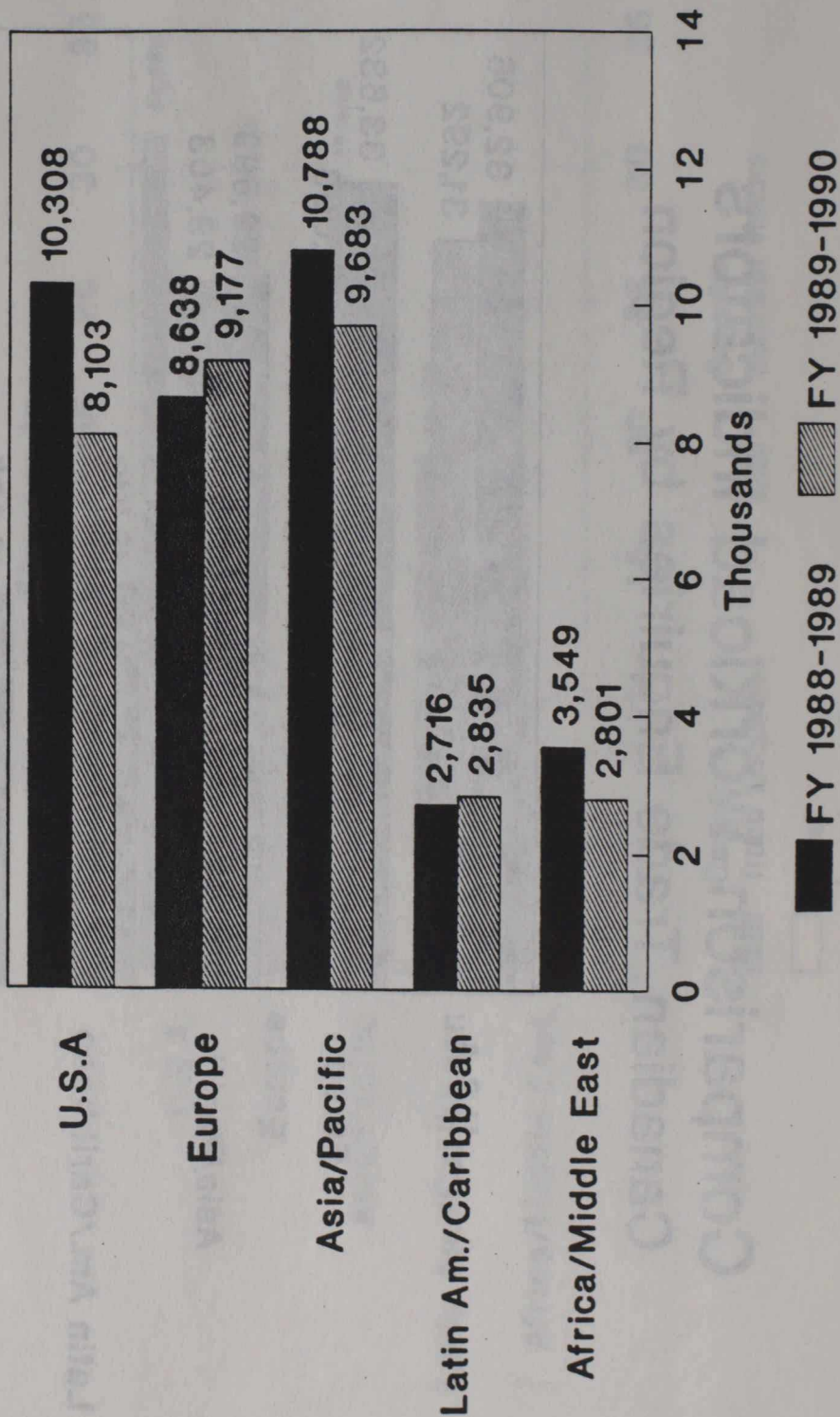


# Comparison Workload Indicators Canadian Trade Enquiries by Region

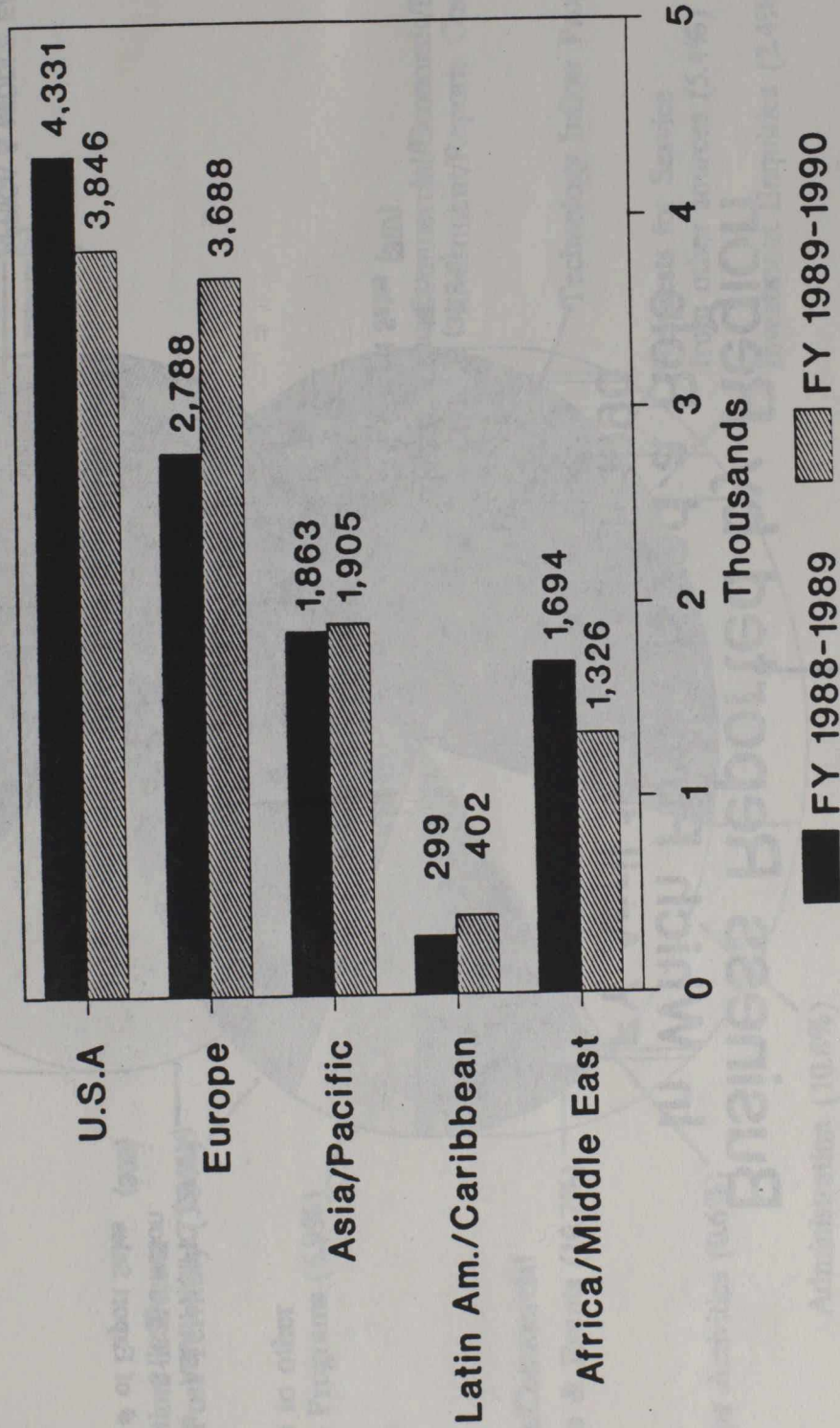




# Comparison Workload Indicators Canadian Business Visitors by Region

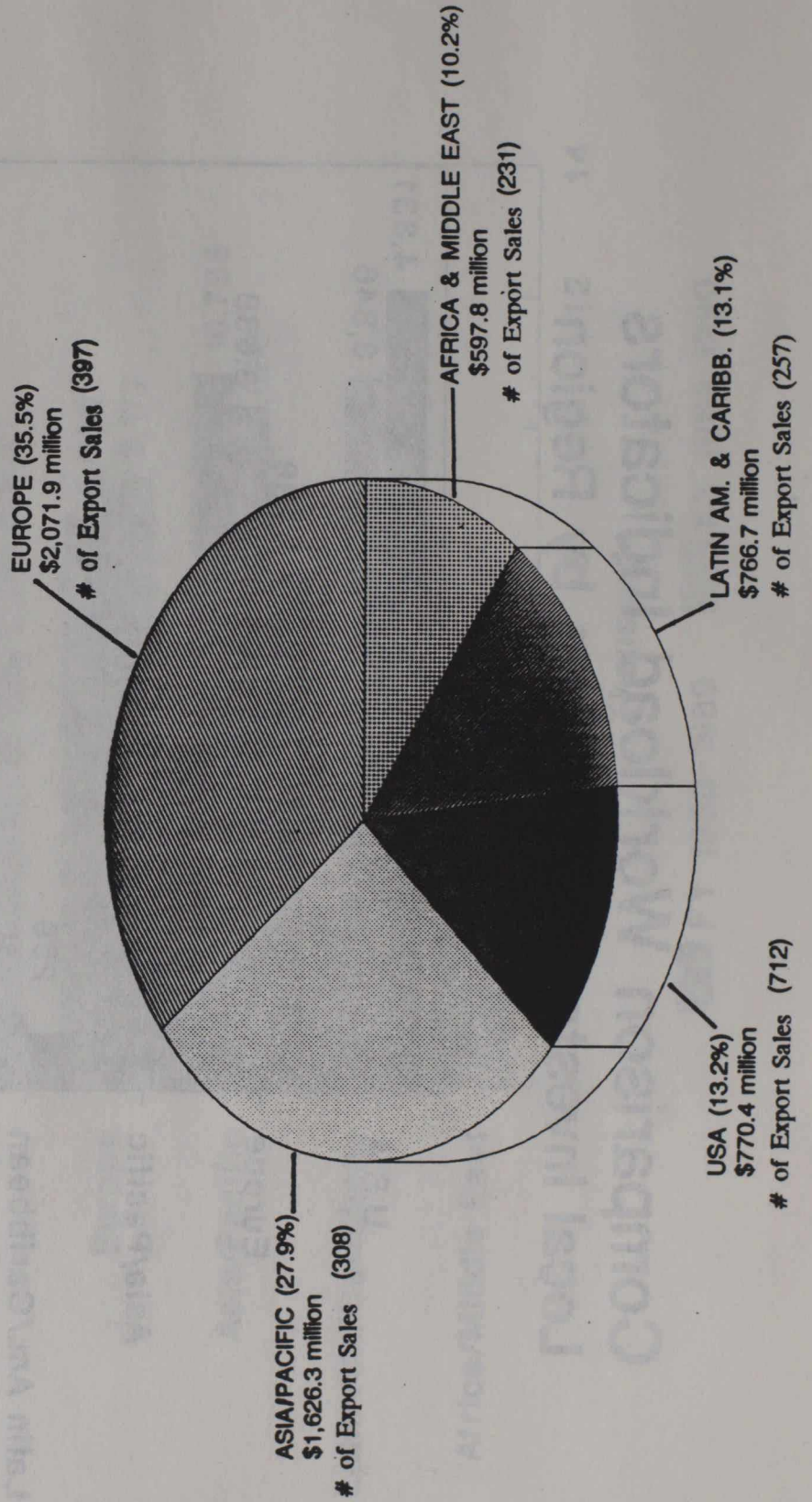


# Comparison Workload Indicators Local Investment Enquiries by Region





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

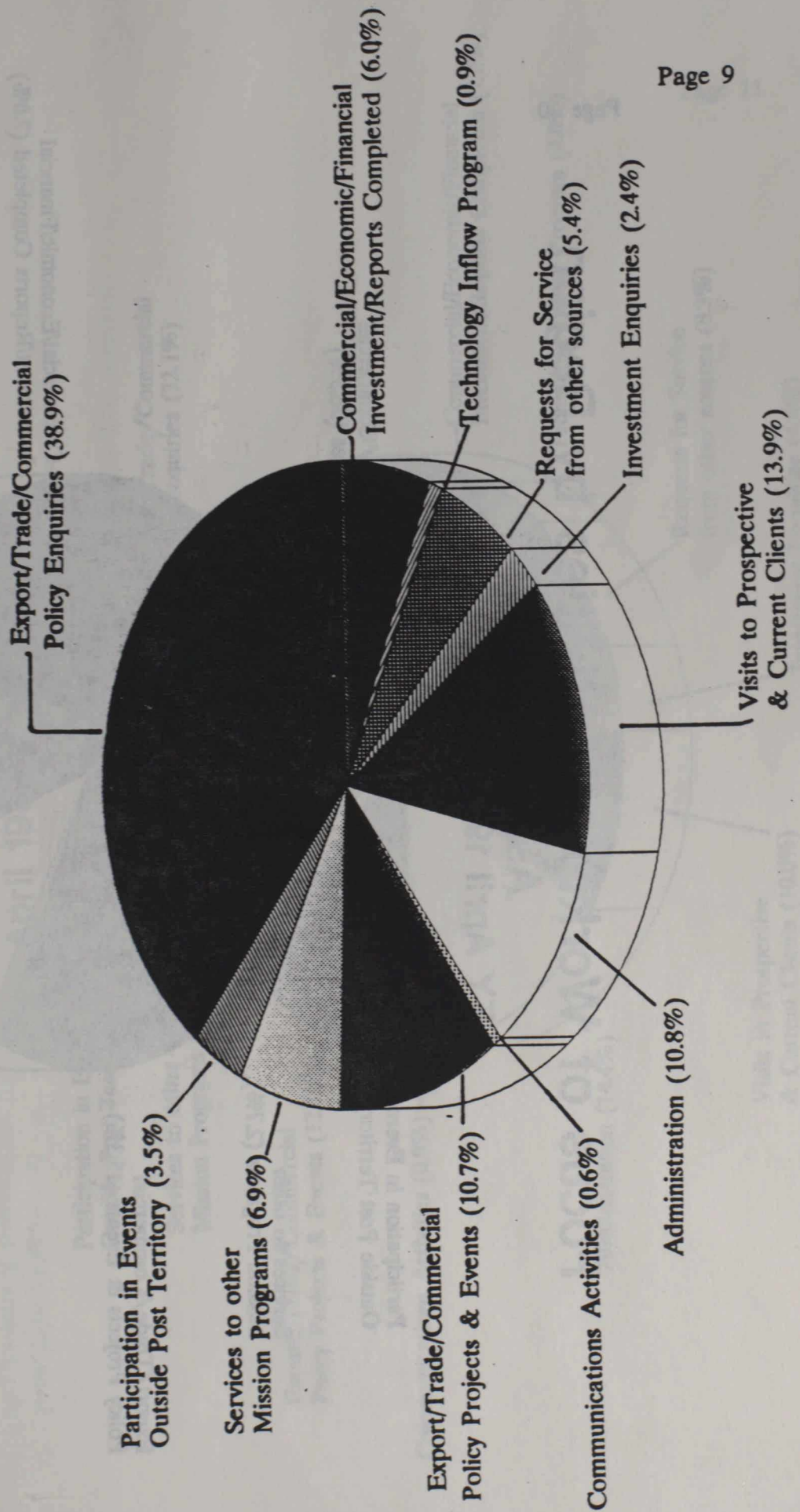




# Focus of Workload Activities by Region

## Africa & Middle East

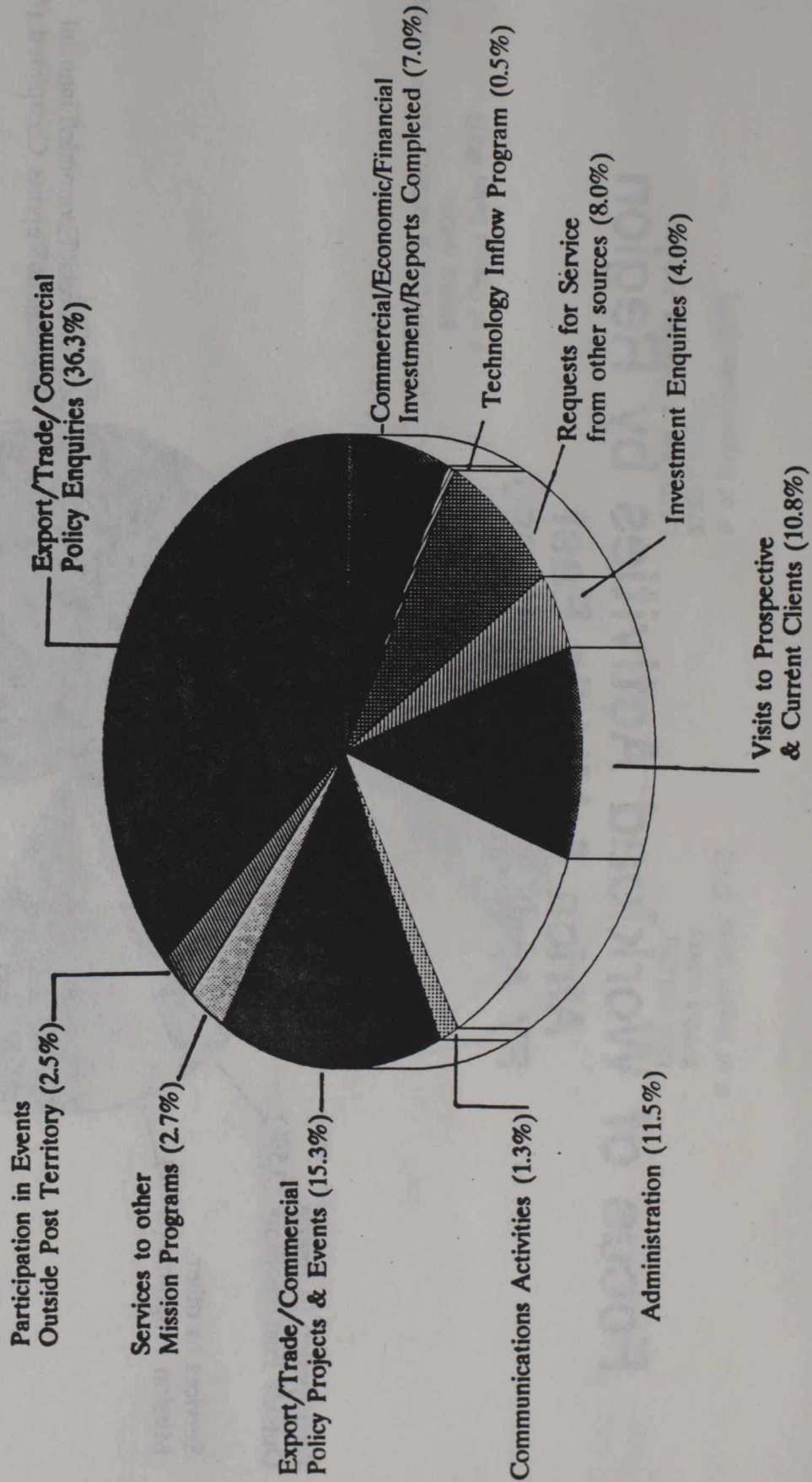
### FY April 1989 - March 1990



# Focus of Workload Activities by Region

## Asia Pacific

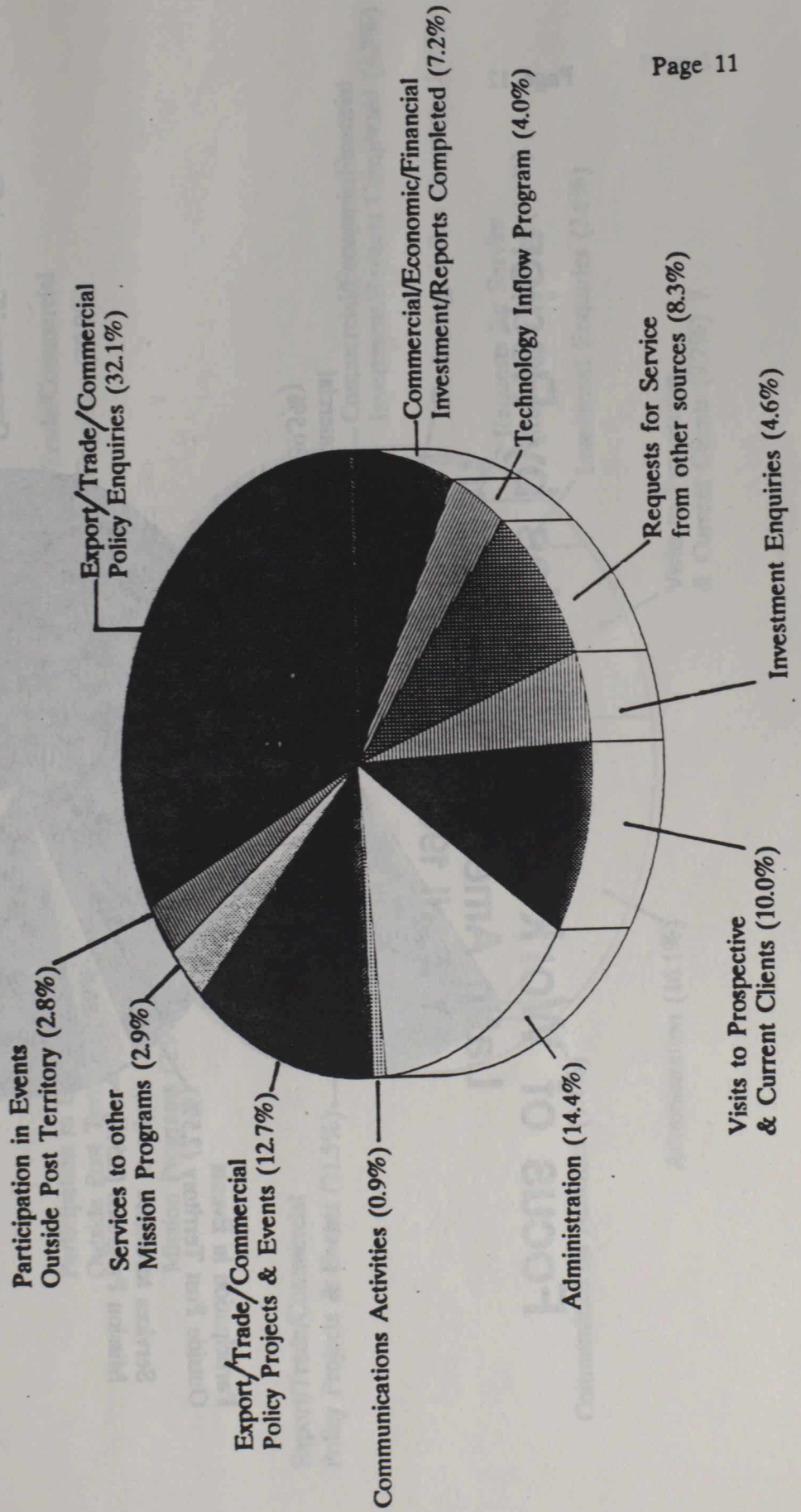
FY April 1989 - March 1990



# Focus of Workload Activities by Region

## Europe

FY April 1989 - March 1990

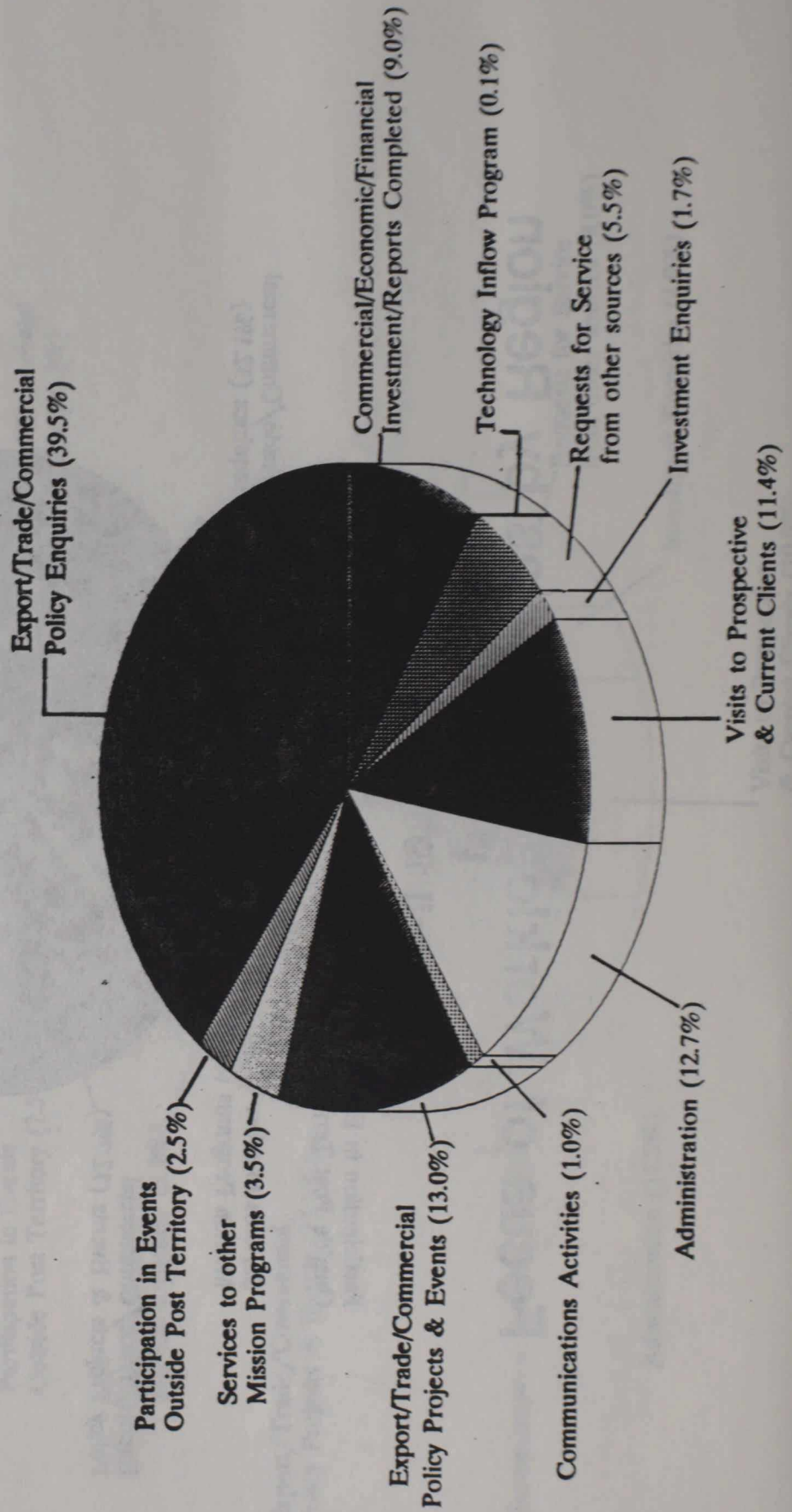




# Focus of Workload Activities by Region

## Latin America & Caribbean

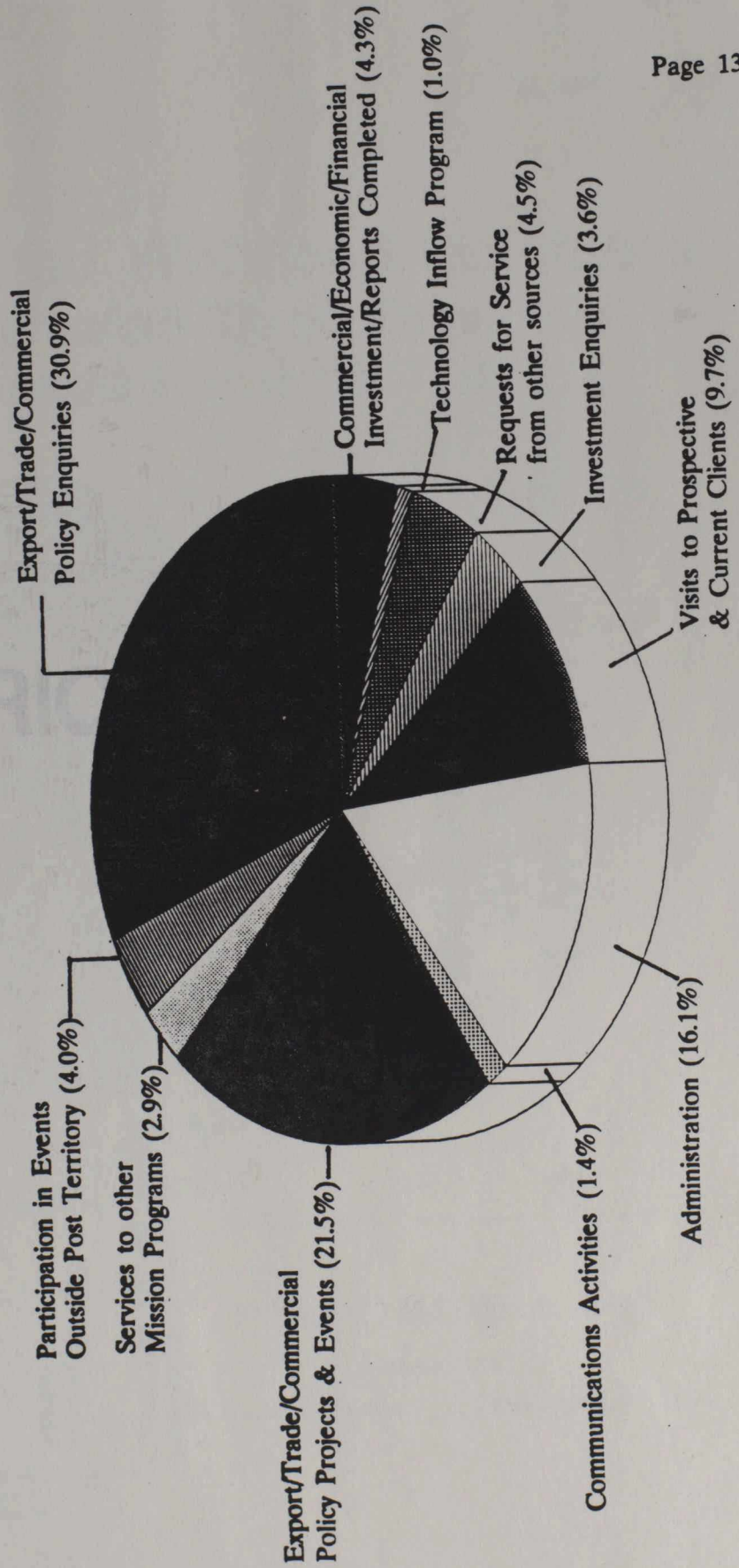
### FY April 1989 - March 1990



# Focus of Workload Activities by Region

U.S.A.

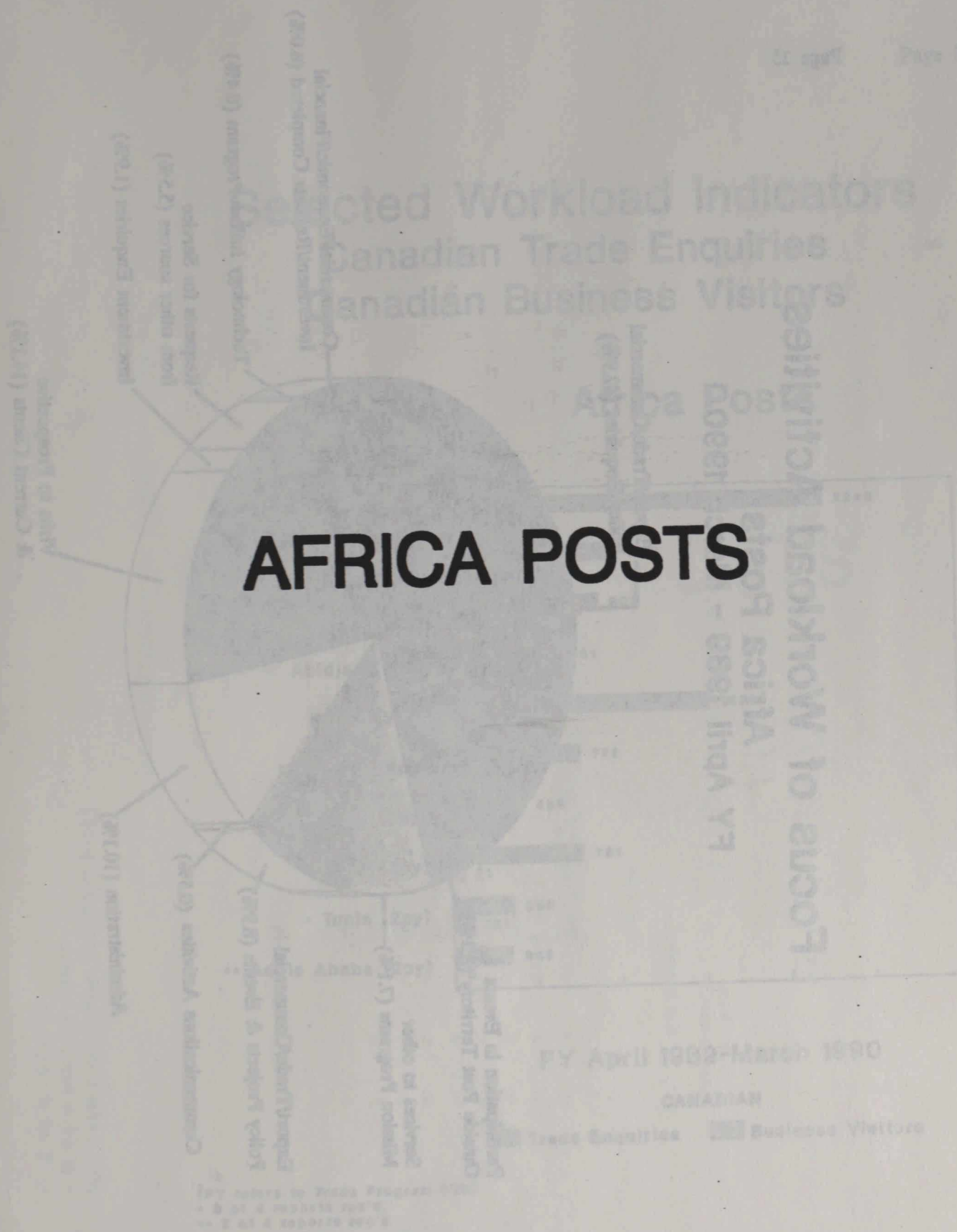
FY April 1989 - March 1990







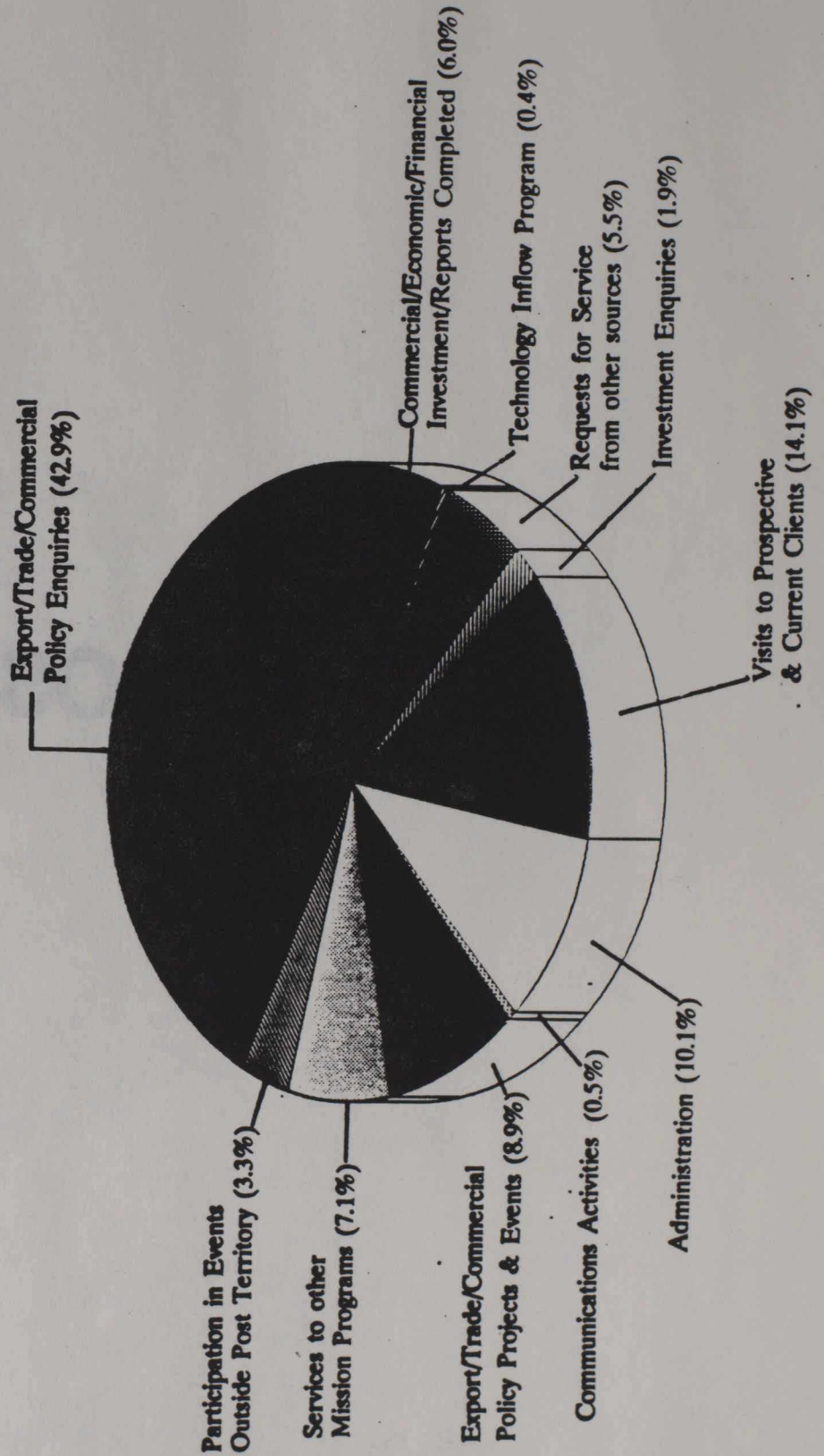
# AFRICA POSTS



# Focus of Workload Activities

## Africa Posts

### FY April 1989 - March 1990

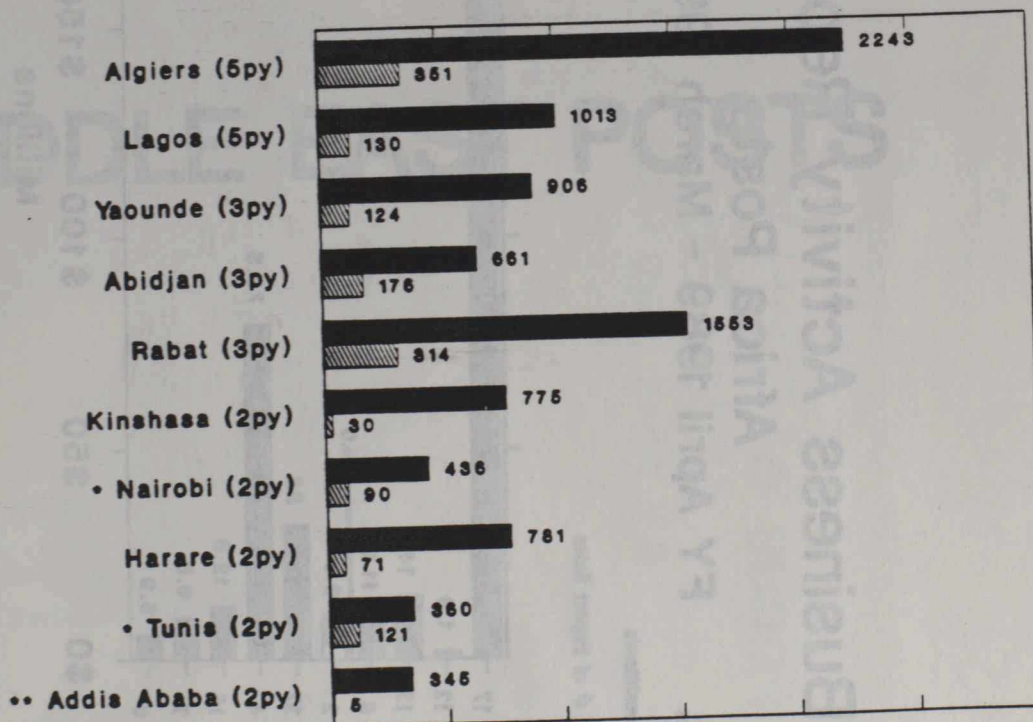


# Selected Workload Indicators

## Canadian Trade Enquiries

## Canadian Business Visitors

### Africa Posts



FY April 1989-March 1990

CANADIAN

■ Trade Enquiries    ▨ Business Visitors

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

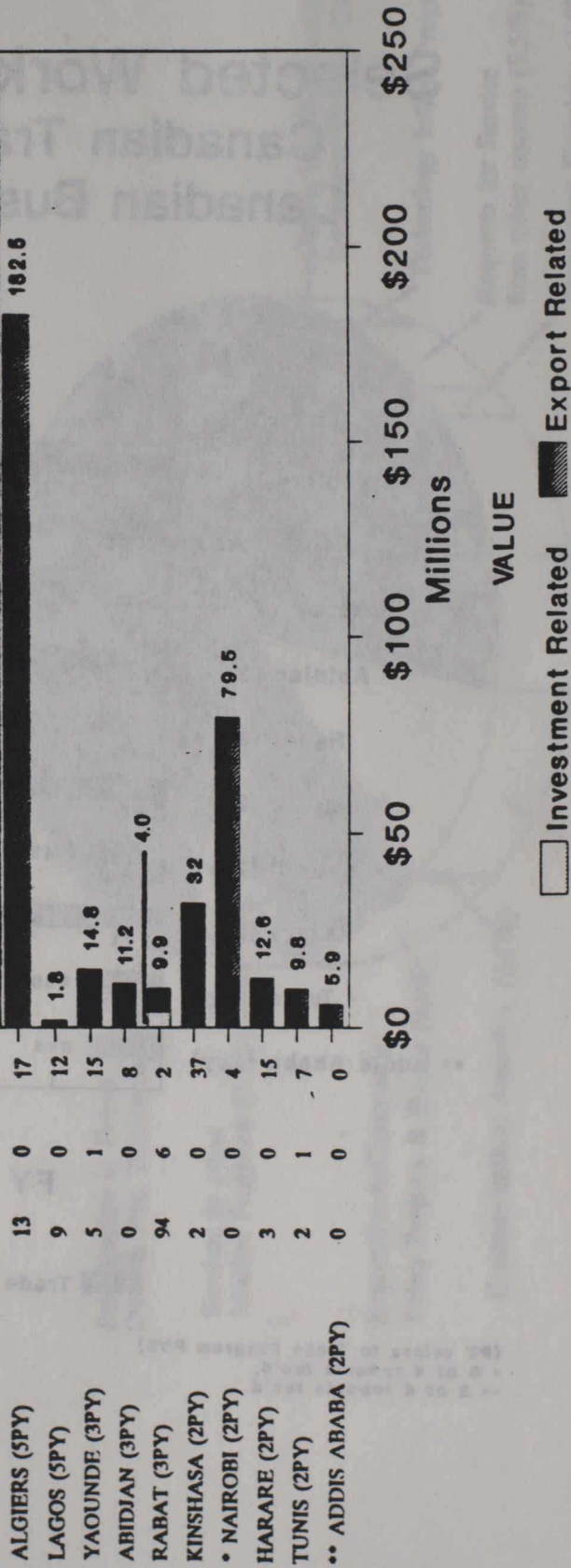


# Business Activity Reported Africa Posts FY April 1989 - March 1990

# of New buyin.  
Conn & Agencies

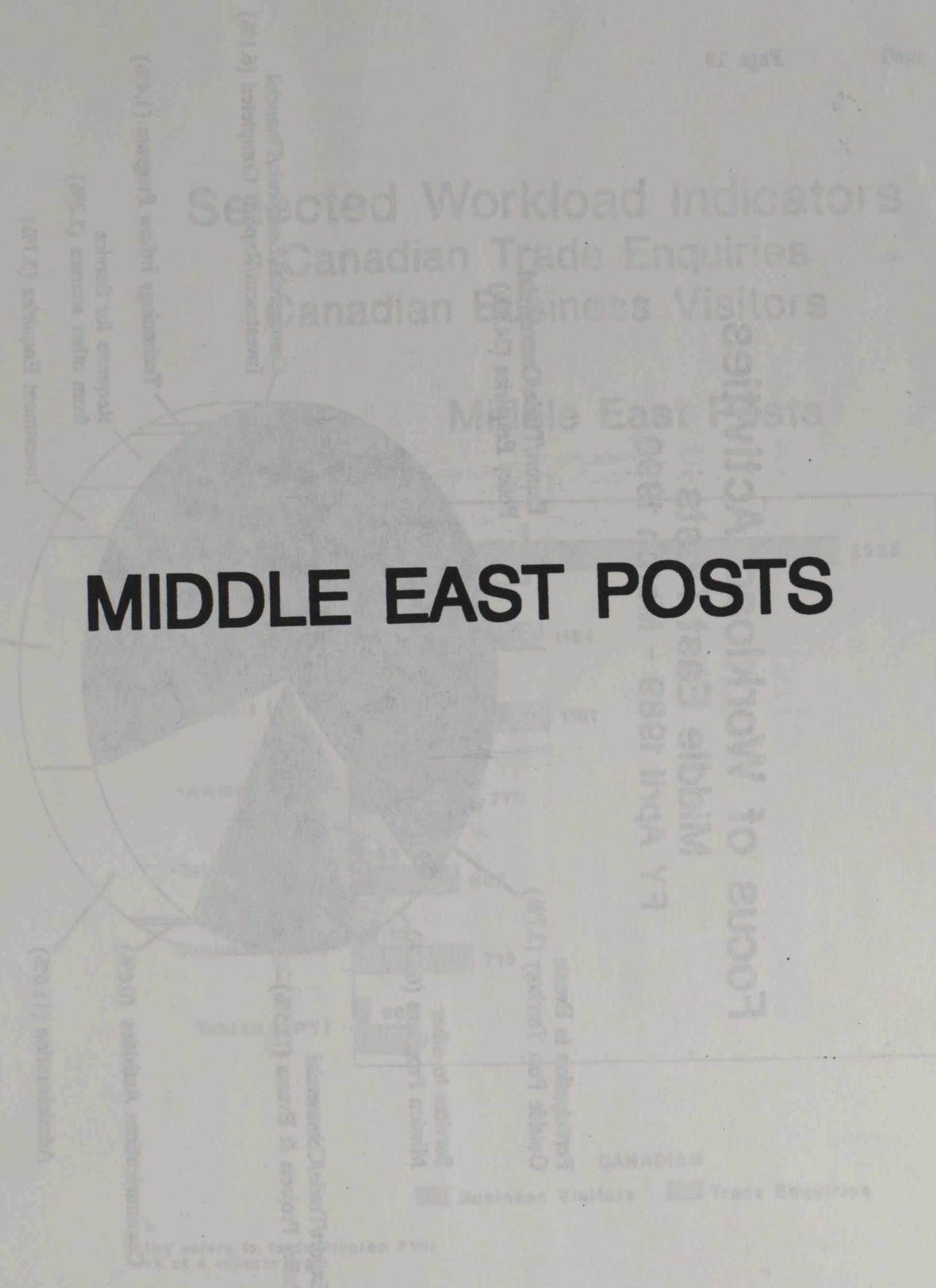
# of Investments

# of Export Sales

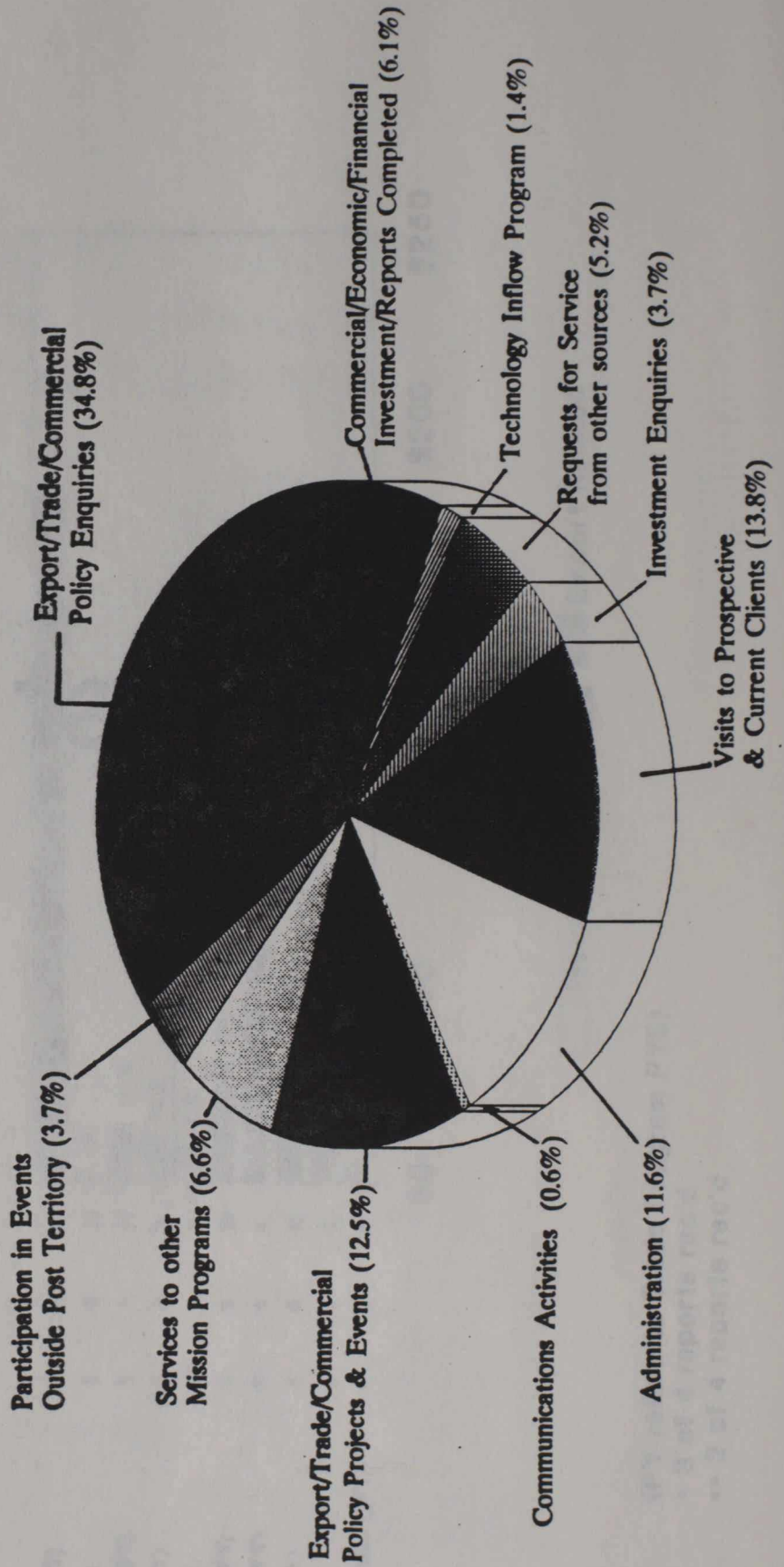


(PY refers to Trade Program PYS)  
 \* 3 of 4 reports rec'd  
 \*\* 2 of 4 reports rec'd

# MIDDLE EAST POSTS



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



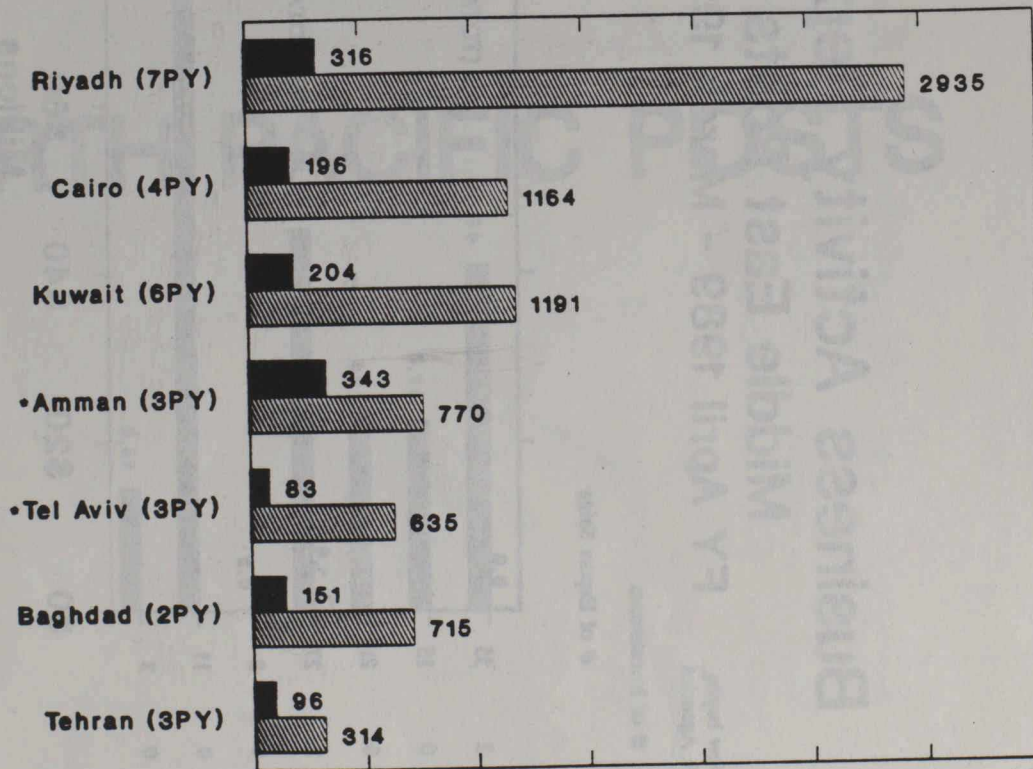


# Selected Workload Indicators

## Canadian Trade Enquiries

## Canadian Business Visitors

### Middle East Posts



CANADIAN

■ Business Visitors    ▨ Trade Enquiries

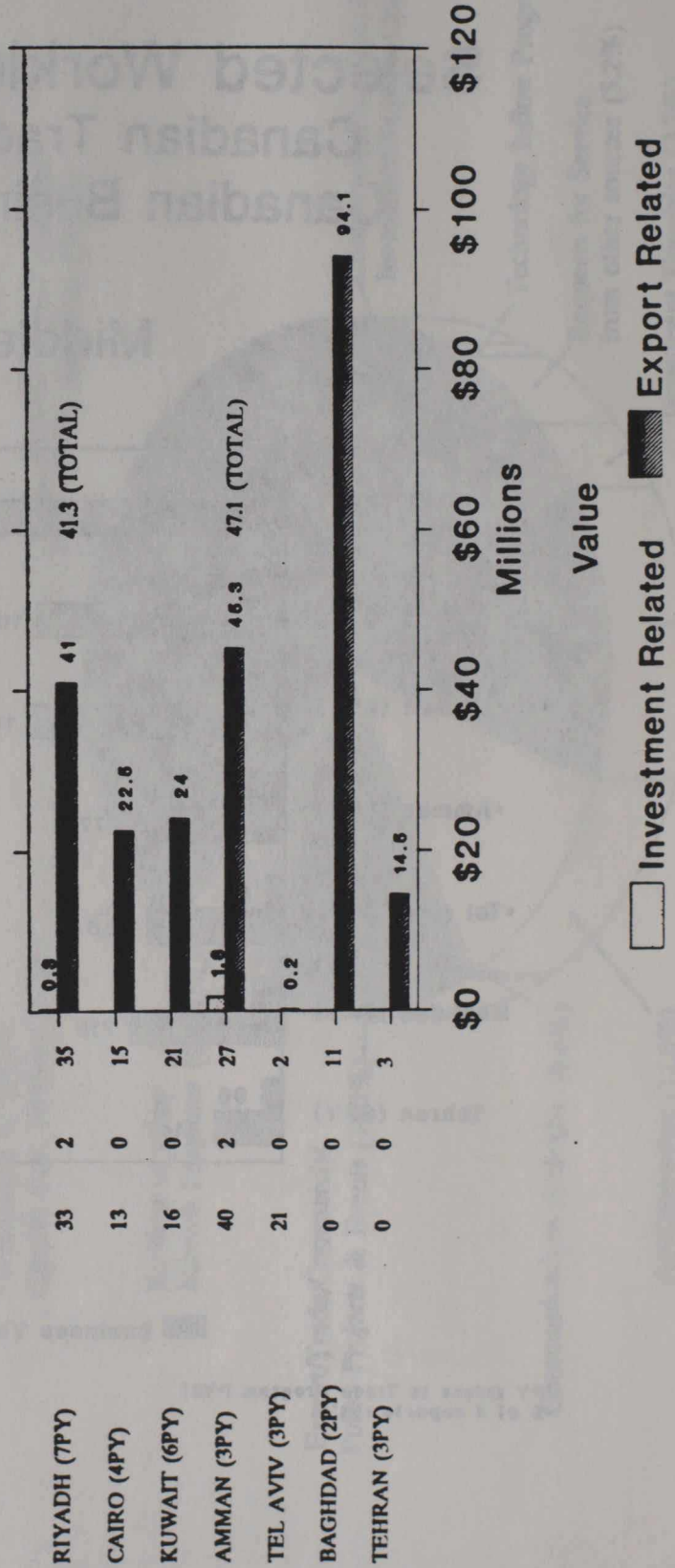
(PY refers to Trade Program PYS)  
 \*3 of 4 reports rec'd

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

# of New buying  
Conn & Agencies

# of Investments

# of Export Sales



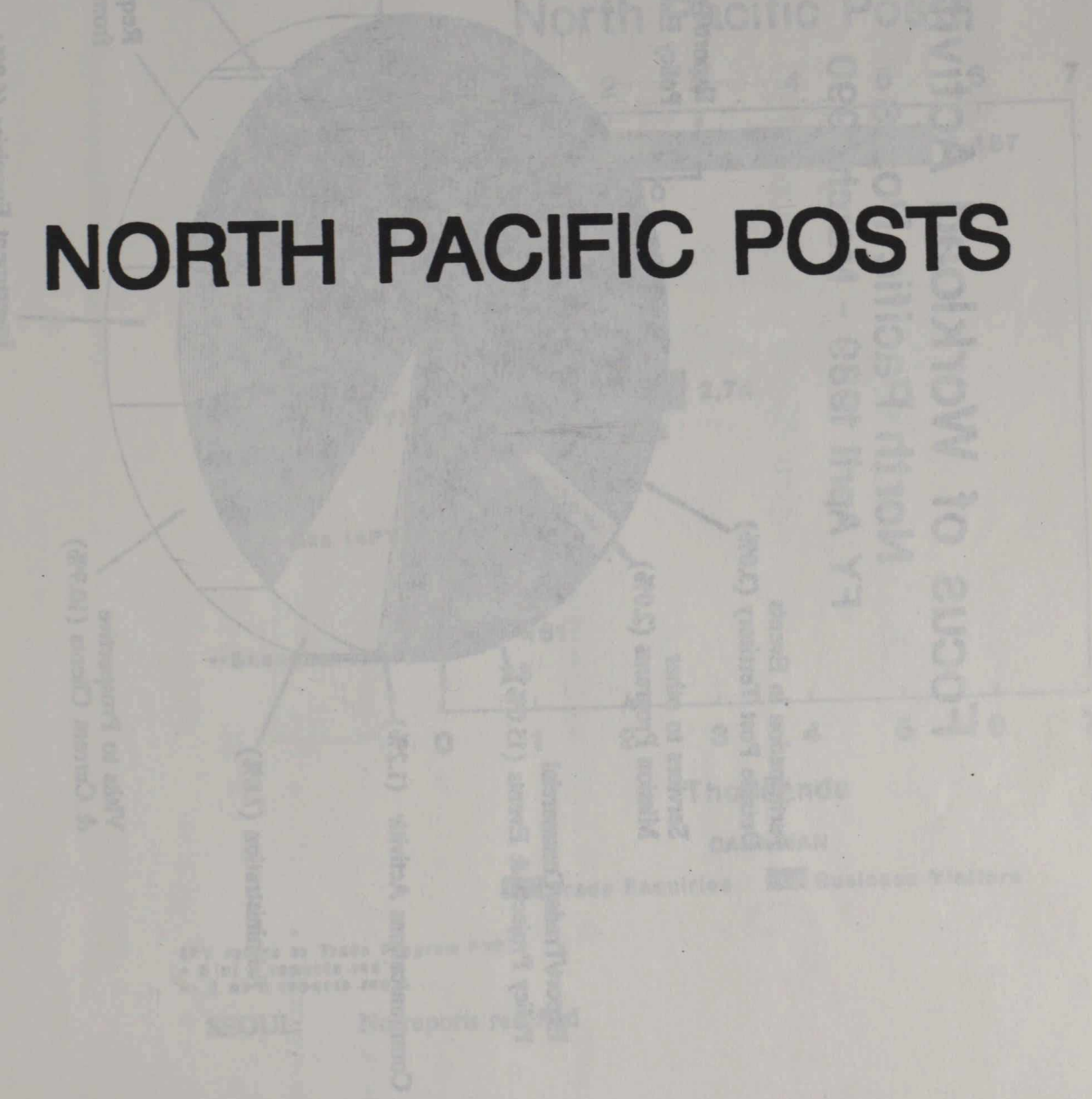
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# Selected Workload Indicators

## Canadian Trade Enquiries Canadian Business Visitors

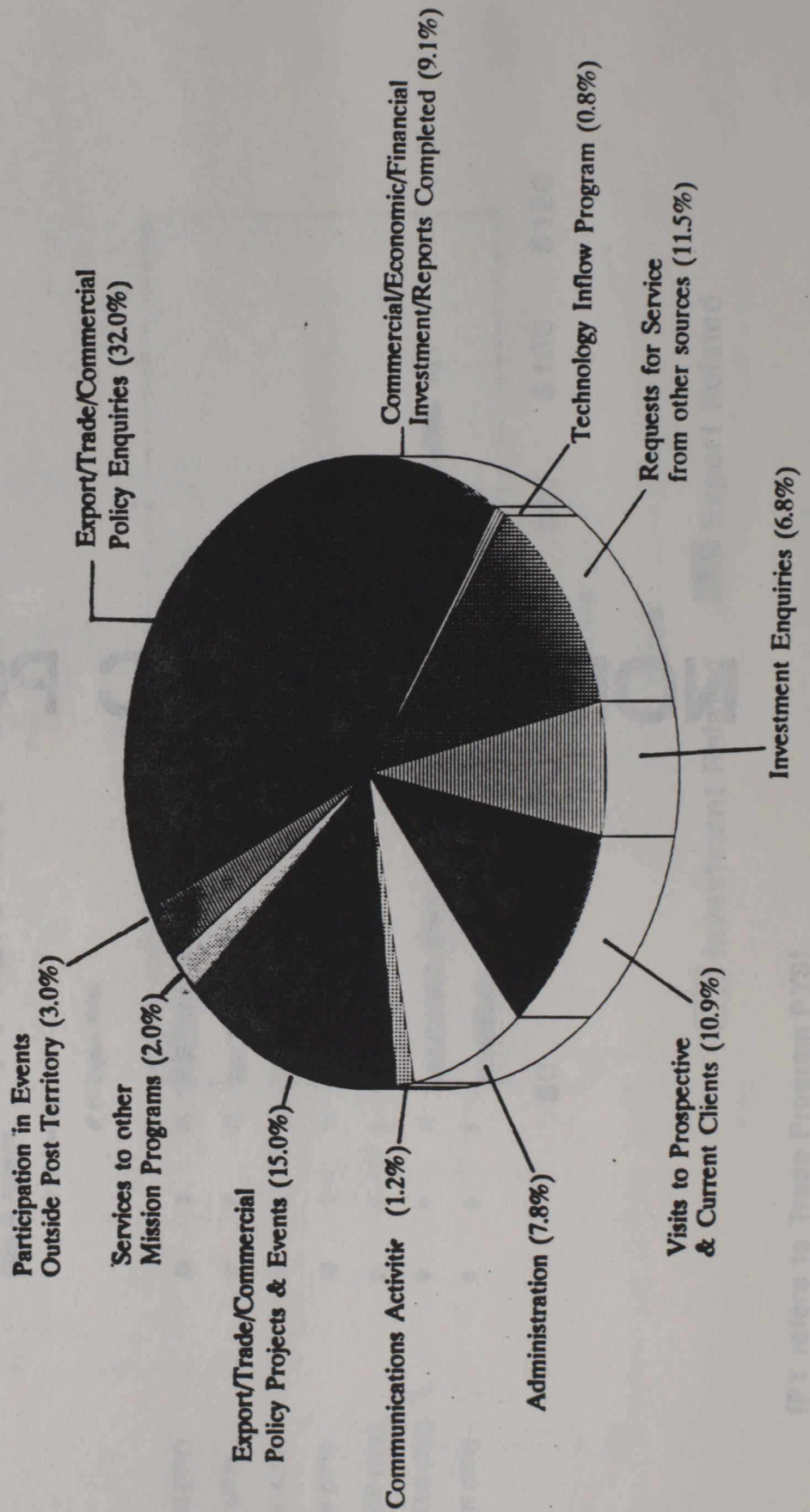
### North Pacific Posts

# NORTH PACIFIC POSTS



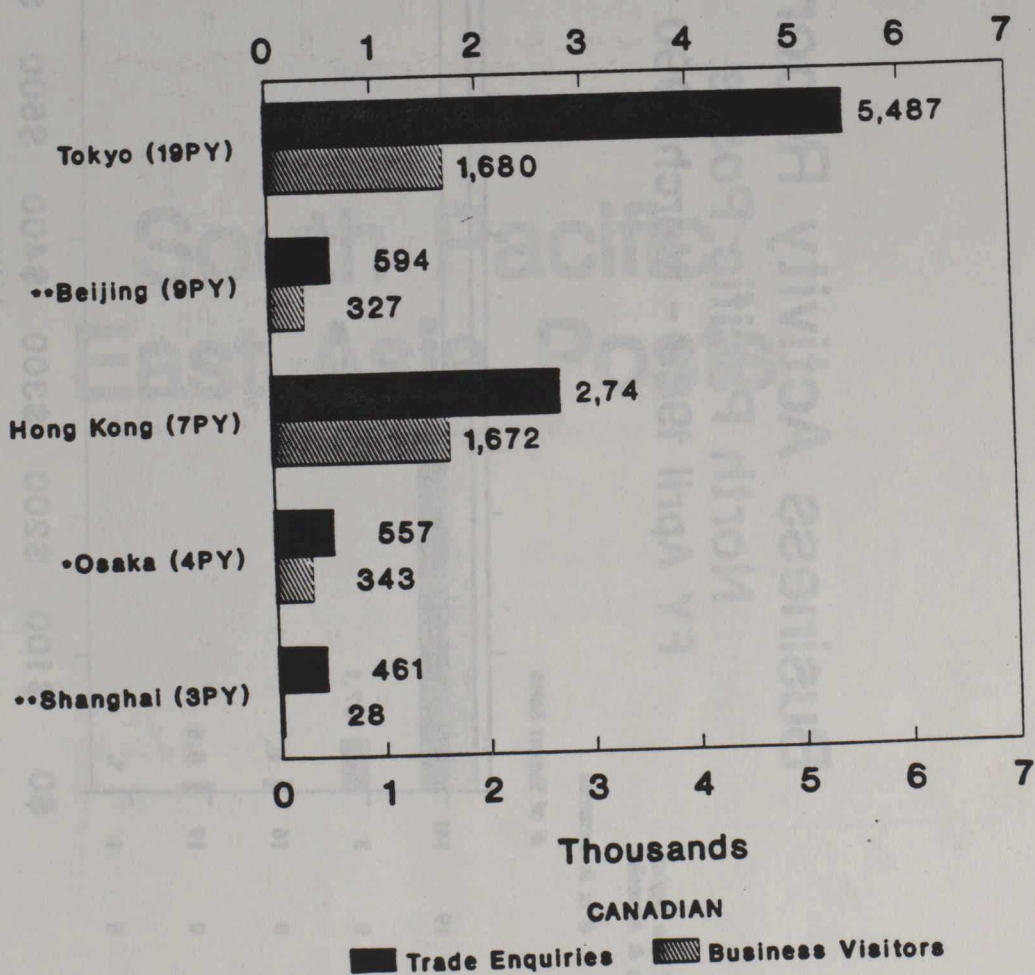


# Focus of Workload Activities North Pacific Posts FY April 1989 - March 1990



# Selected Workload Indicators Canadian Trade Enquiries Canadian Business Visitors

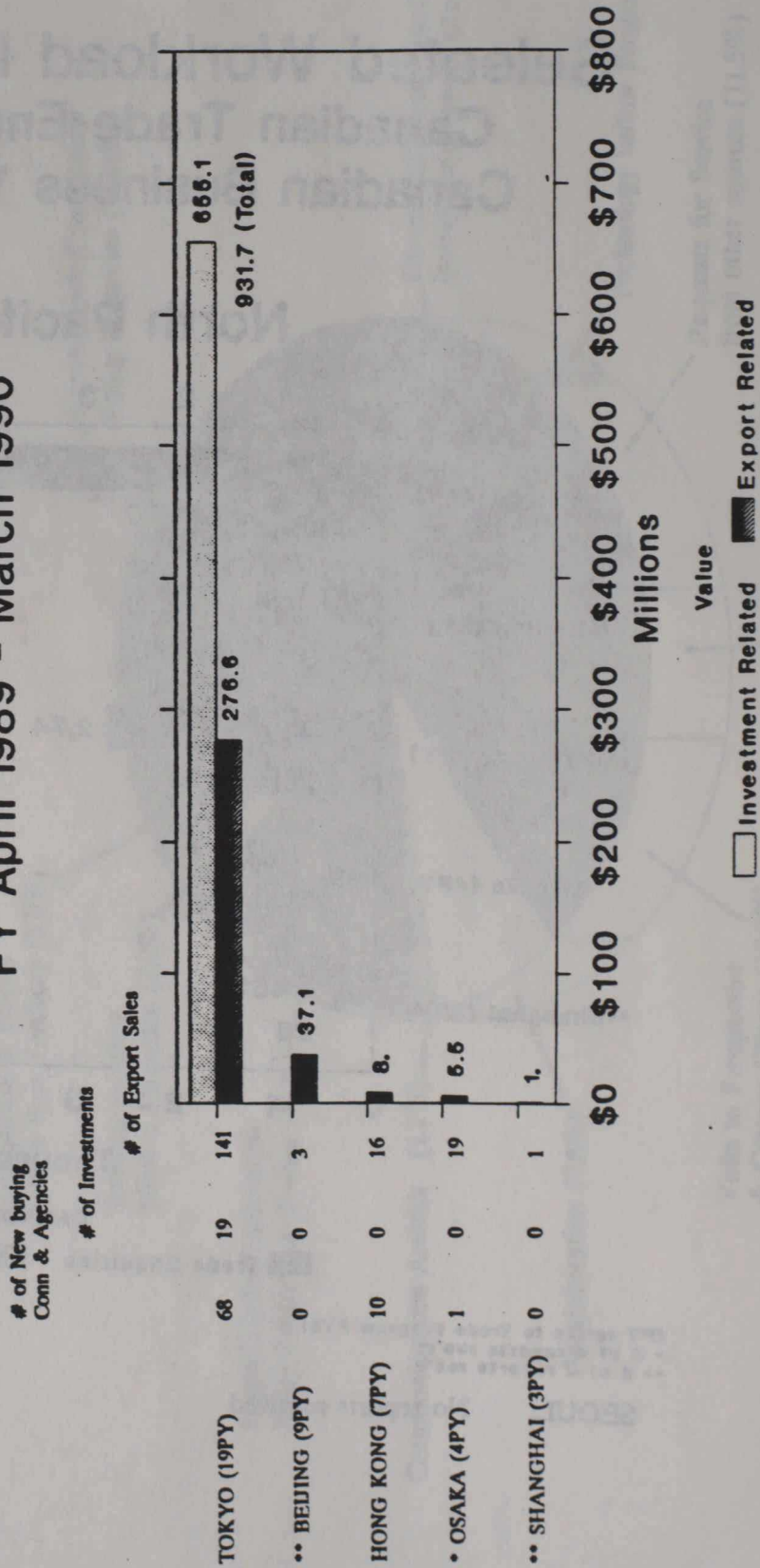
## North Pacific Posts



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

SEOUL: No reports received

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



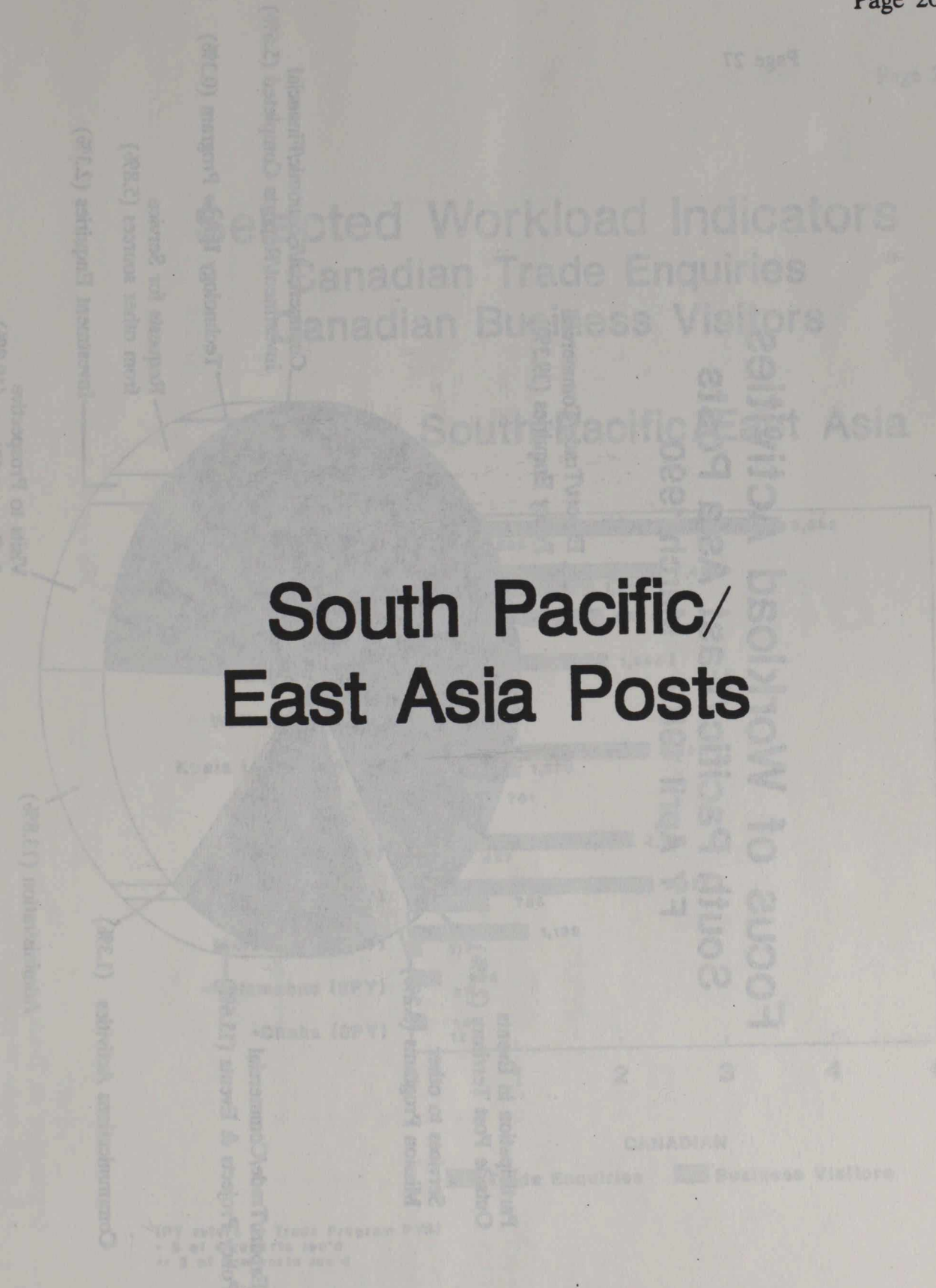
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- \* 3 of 4 reports rec'd
- \*\* 2 of 4 reports rec'd

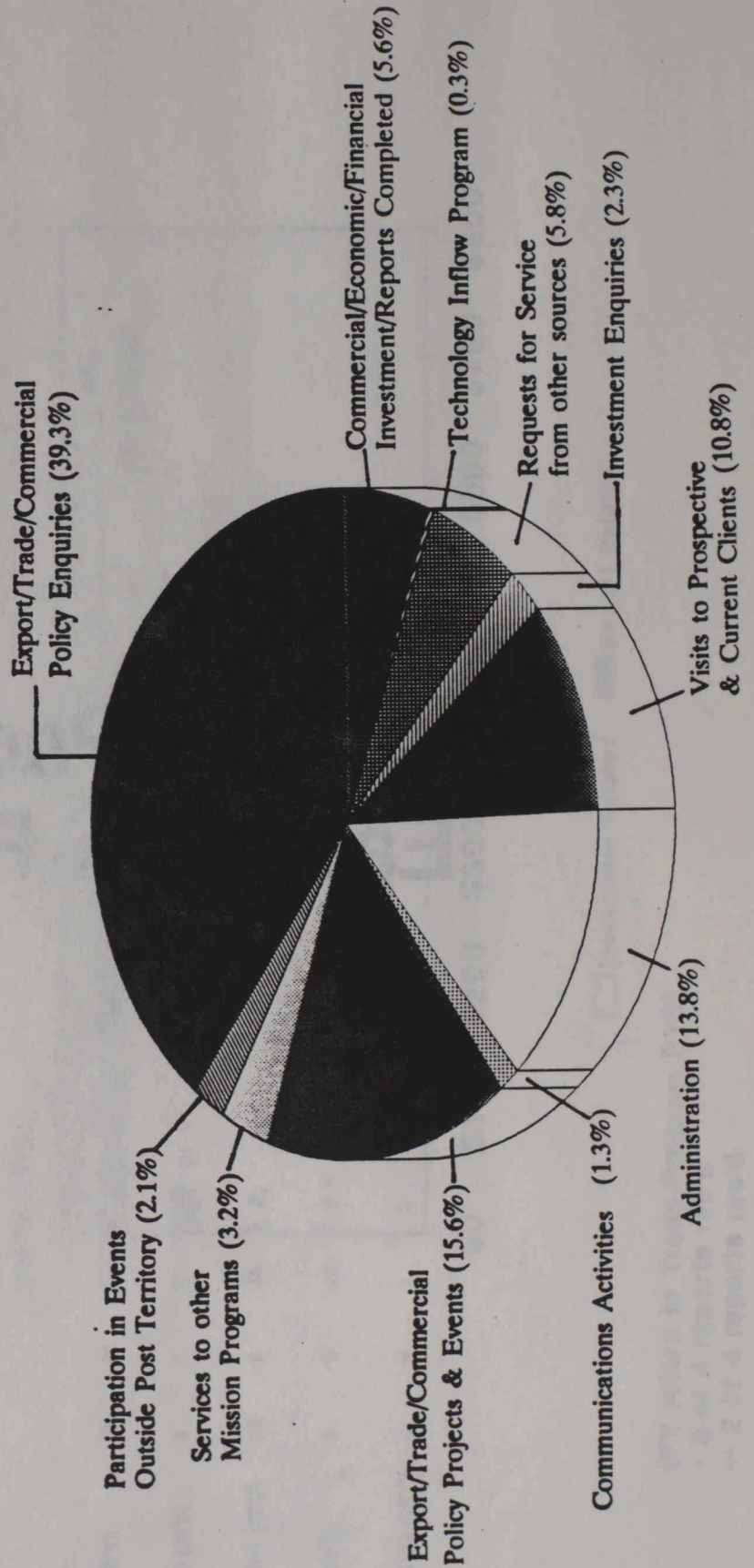
SEOUL: No reports received



# South Pacific/ East Asia Posts



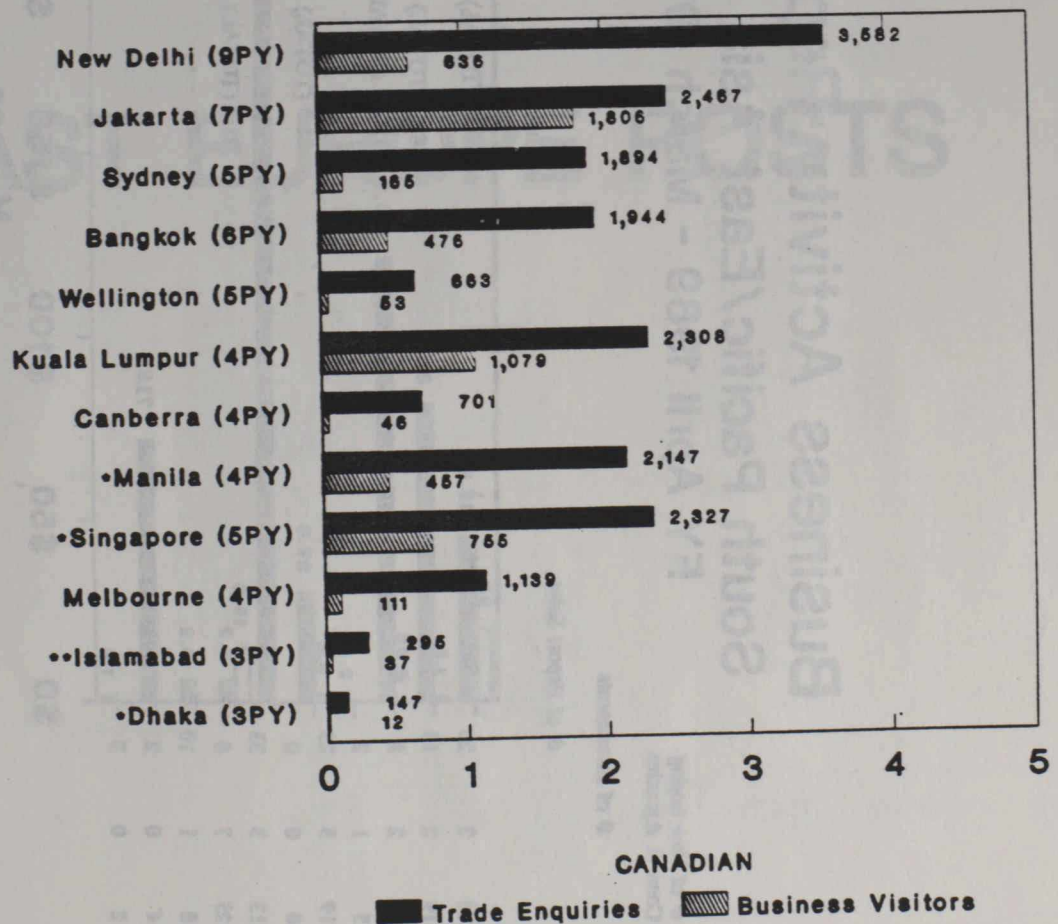
# Focus of Workload Activities South Pacific/East Asia Posts FY April 1989 - March 1990



# Selected Workload Indicators

## Canadian Trade Enquiries Canadian Business Visitors

### South Pacific/East Asia



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

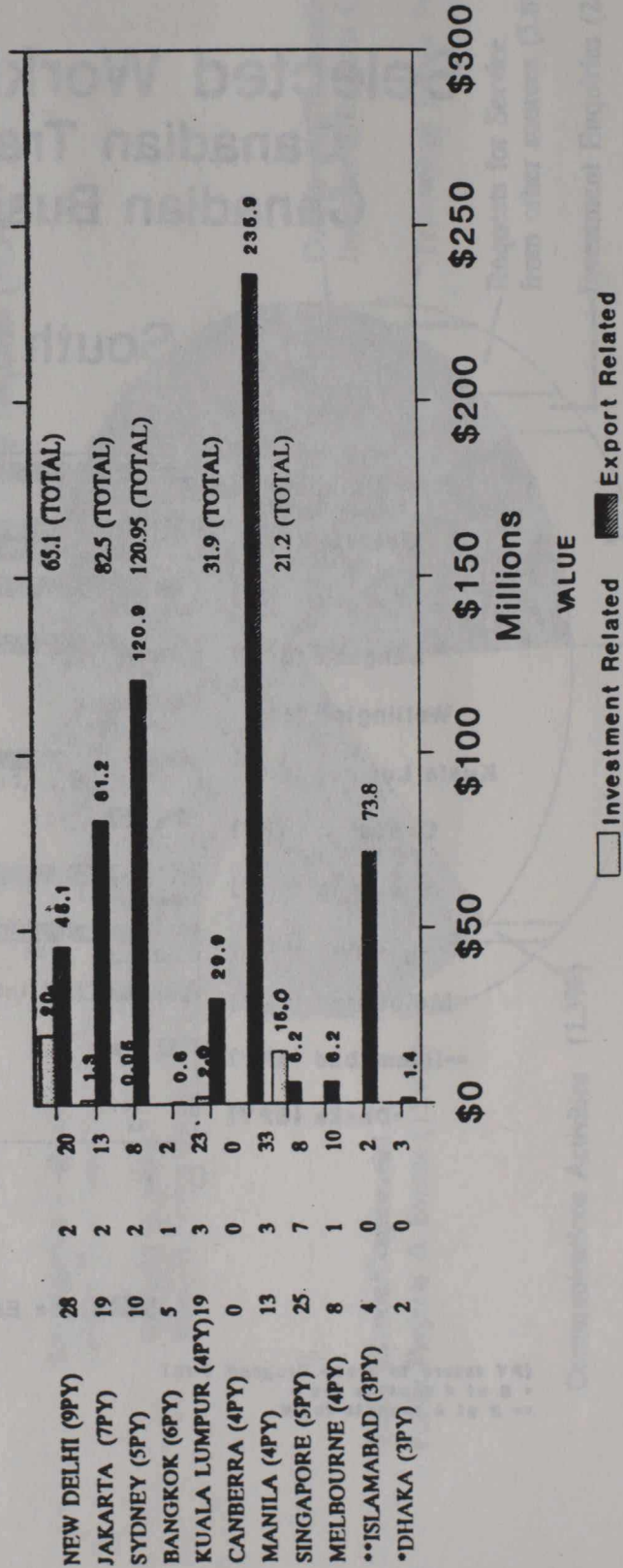


# Business Activity Reported South Pacific/East Asia Posts FY April 1989 - March 1990

# of New buying  
Conn & Agencies

# of Investments

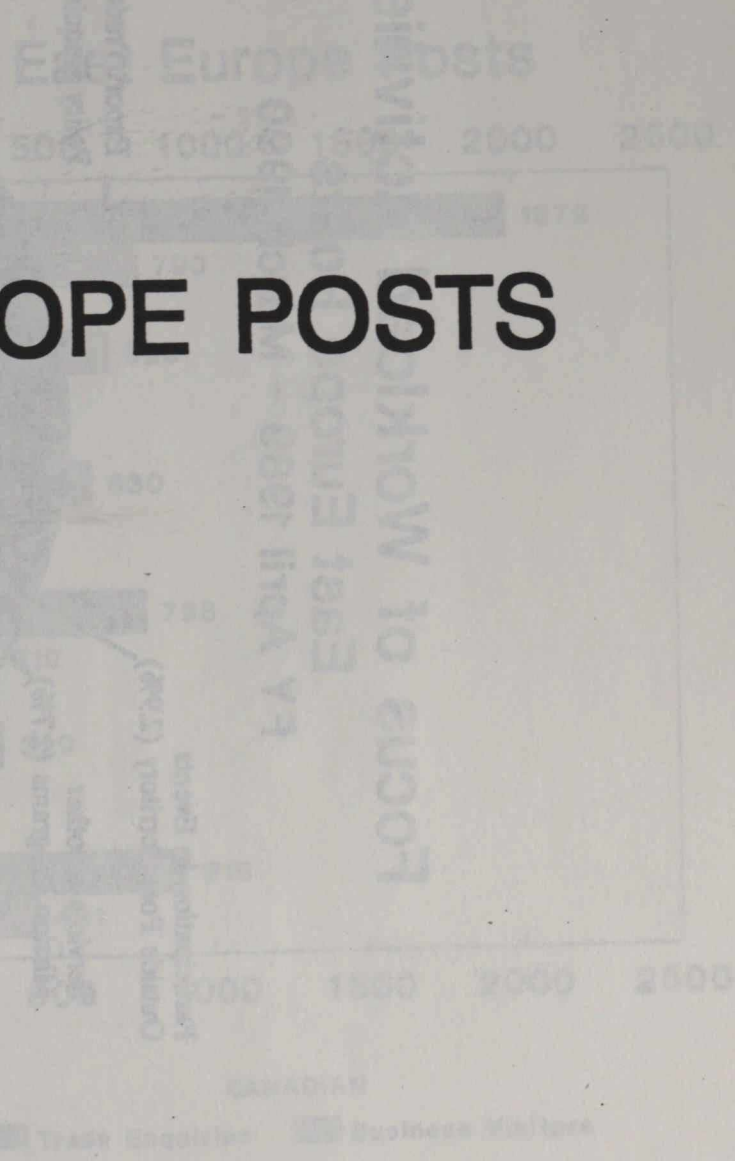
# of Export Sales



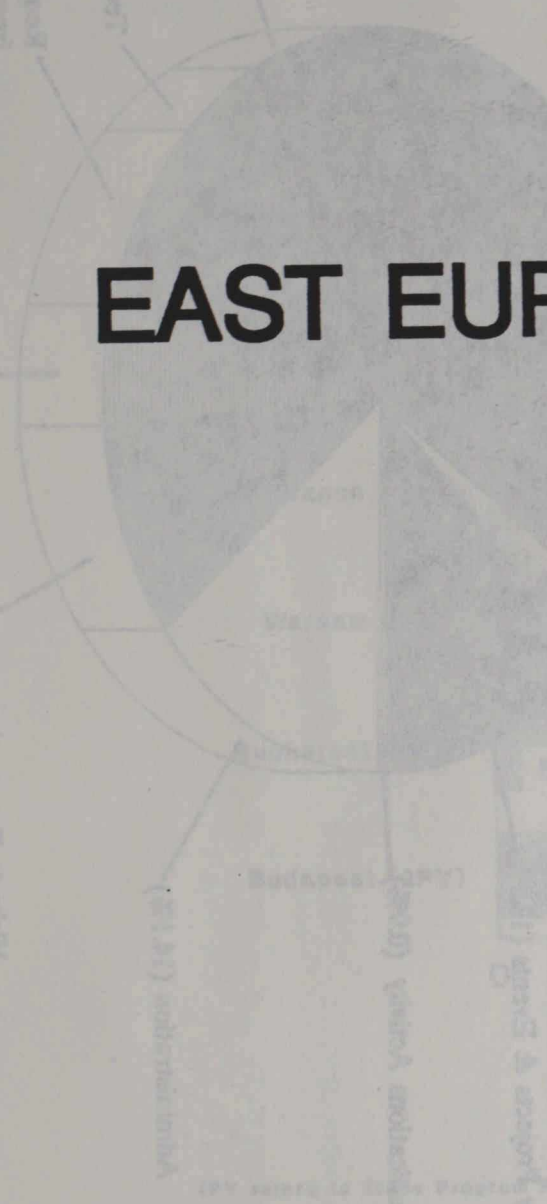
(Py refers to Trade Program PYS)

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

# Selected Workload Indicators Canadian Trade Enquiries Canadian Business Visitors



# EAST EUROPE POSTS



International Operations (2000)

9 Growth Centre (2000)  
April to September

14 100%

14 100%

14 100%

14 100%

14 100%

14 100%

14 100%

14 100%

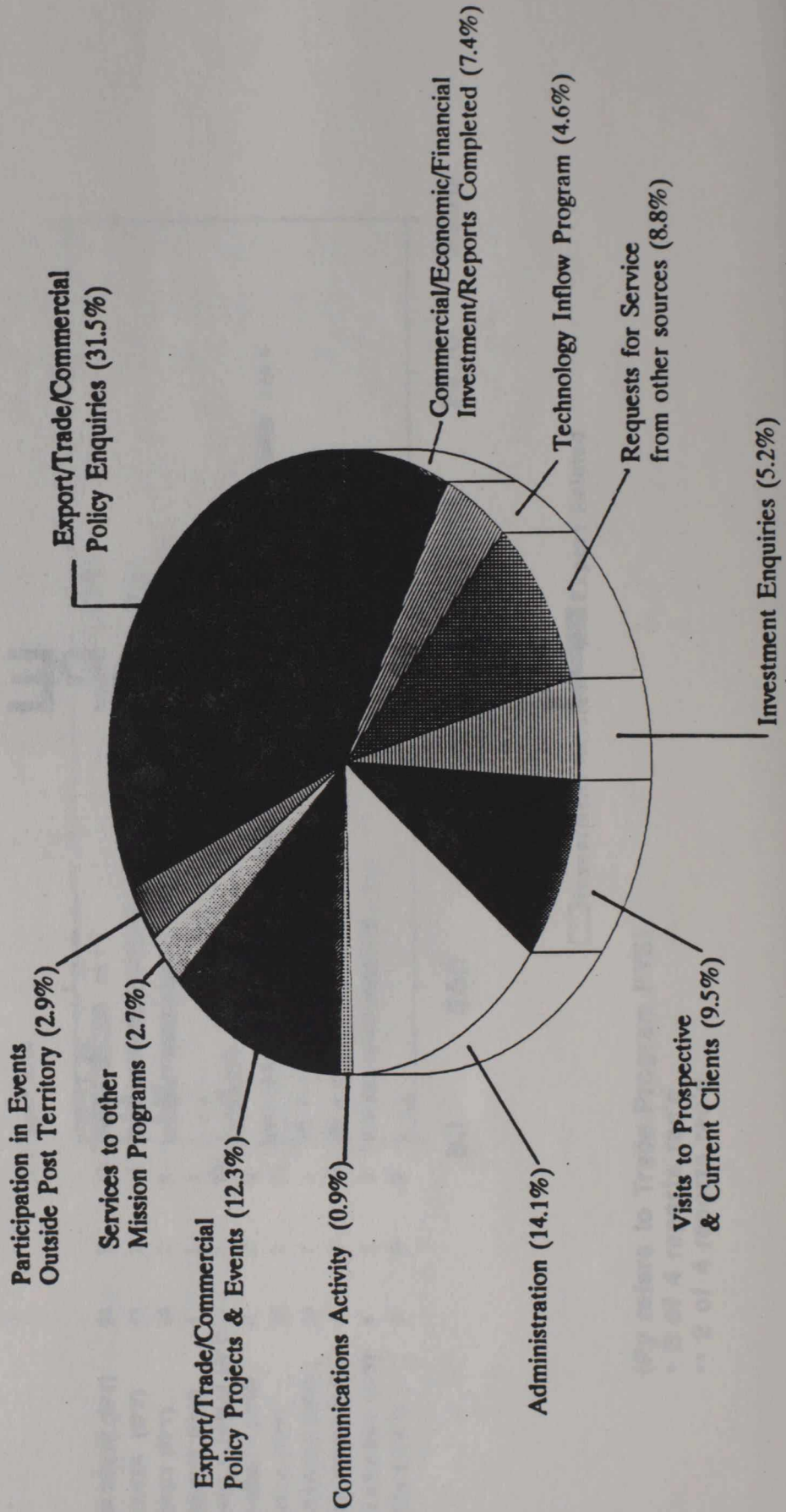
14 100%

14 100%

14 100%

Trade Enquiries Business Visitors

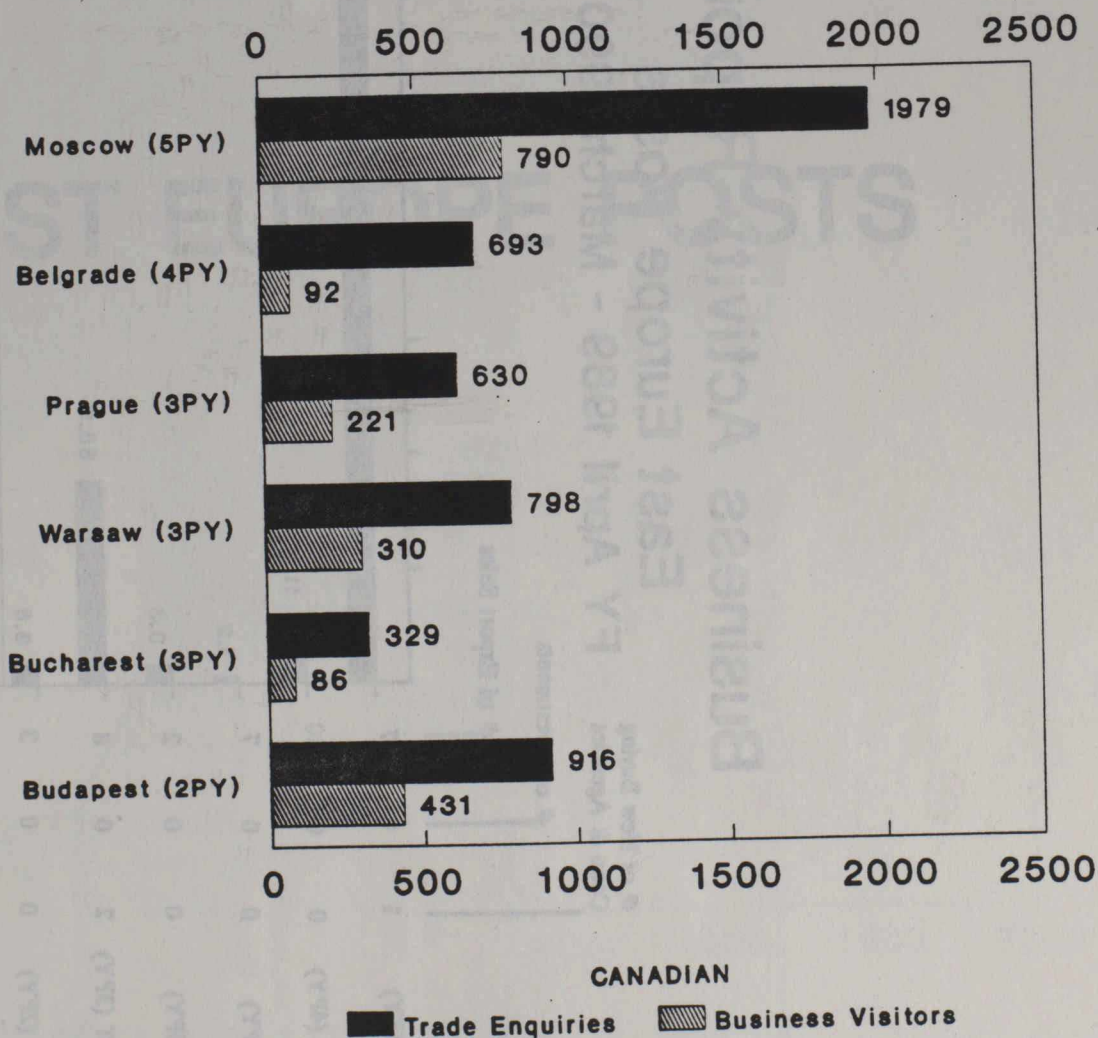
# Focus of Workload Activities East Europe Posts FY April 1989 - March 1990





# Selected Workload Indicators Canadian Trade Enquiries Canadian Business Visitors

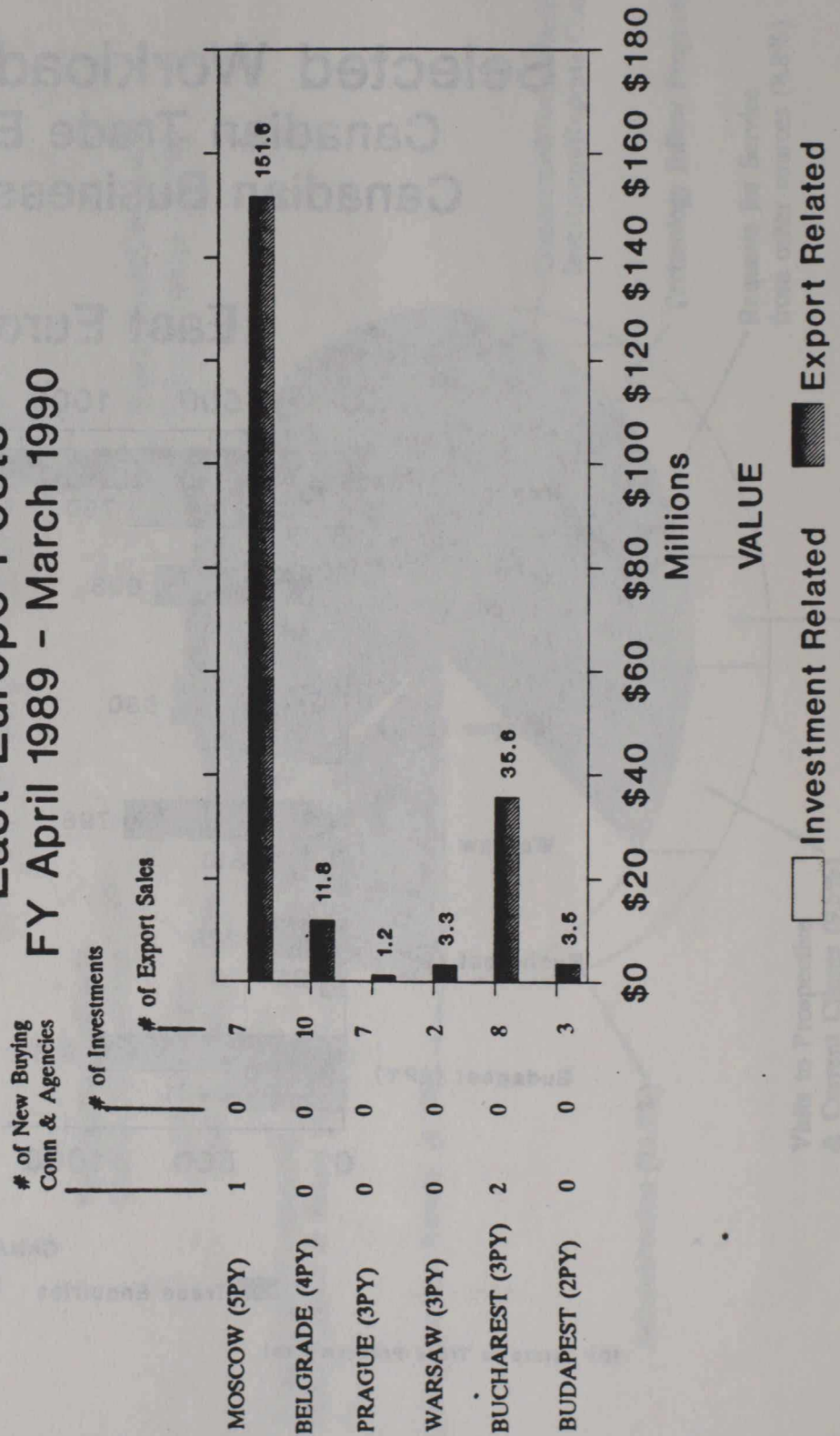
## East Europe Posts



(PY refers to Trade Program PYS)

# Business Activity Reported

## East Europe Posts FY April 1989 - March 1990

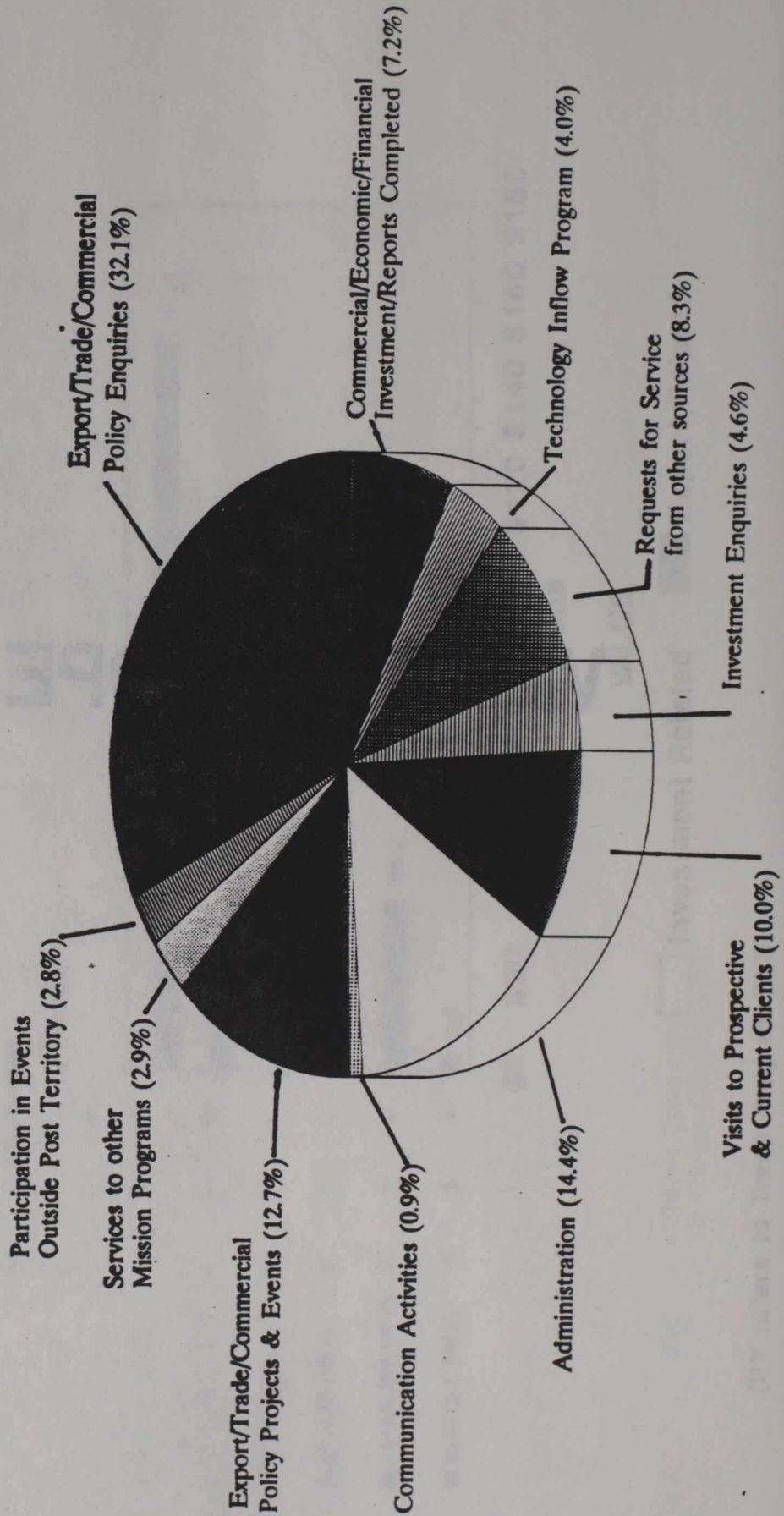


(PY refers to Trade Program PYS)





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

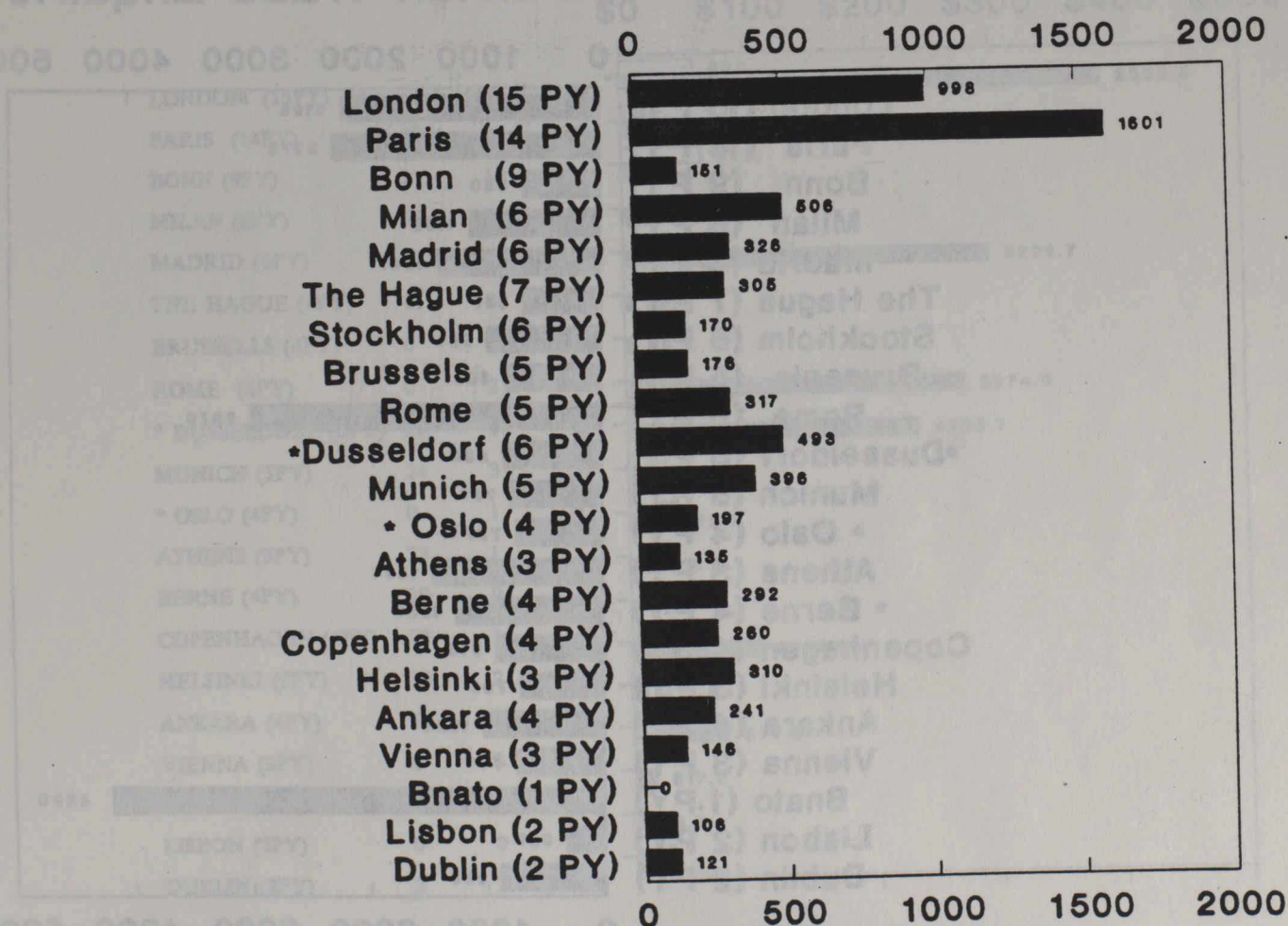


# Selected Workload Indicators

## West Europe Posts

FY April 1989 - March 1990

### Canadian Business Visitors



(PY refers to Trade Program PYS)

• 3 of 4 reports rec'd

(PY refers to Trade Program PYS)

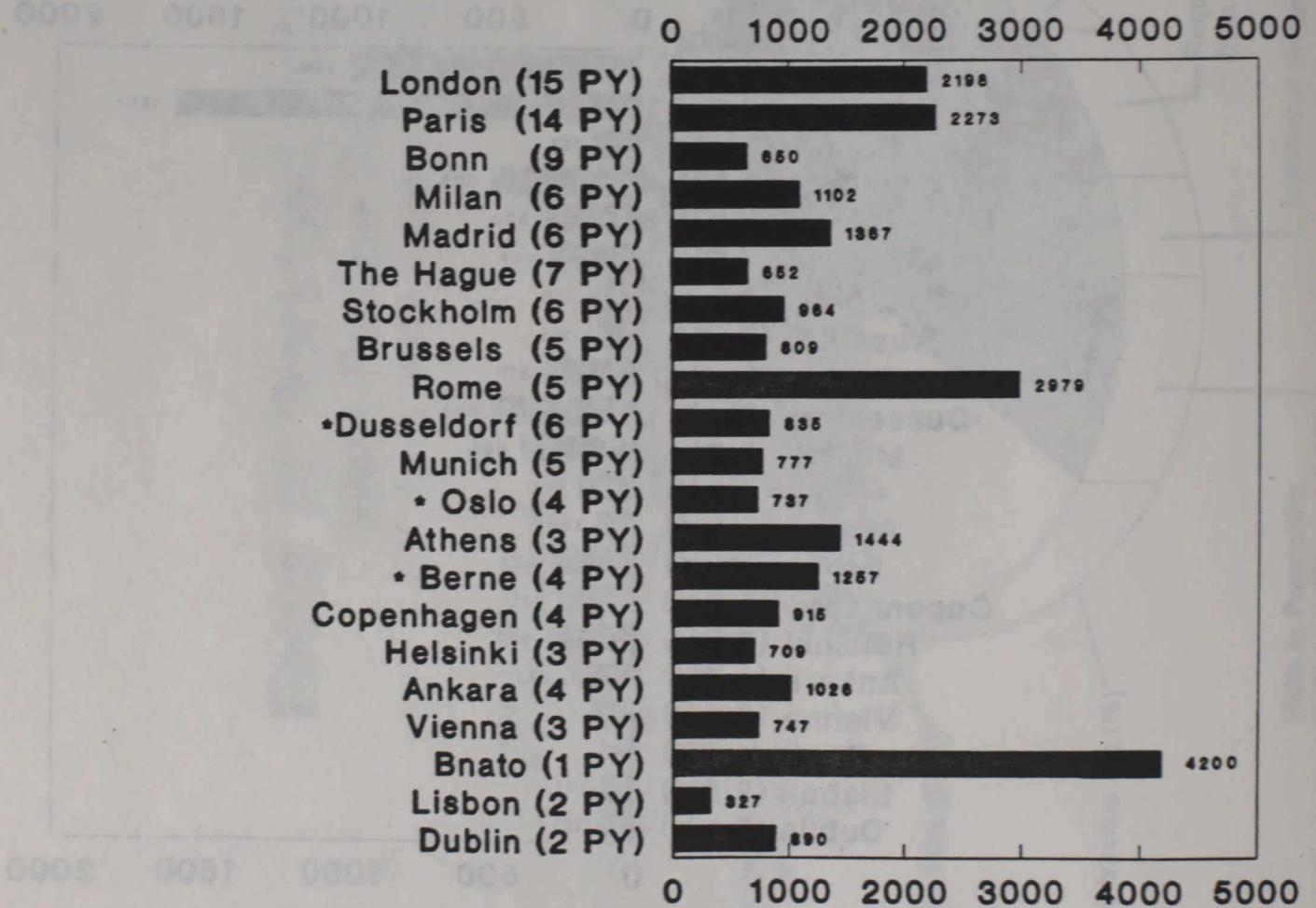
• 3 of 4 reports rec'd

# Selected Workload Indicators

## West Europe Posts

FY April 1989 - March 1990

### Canadian Trade Enquiries

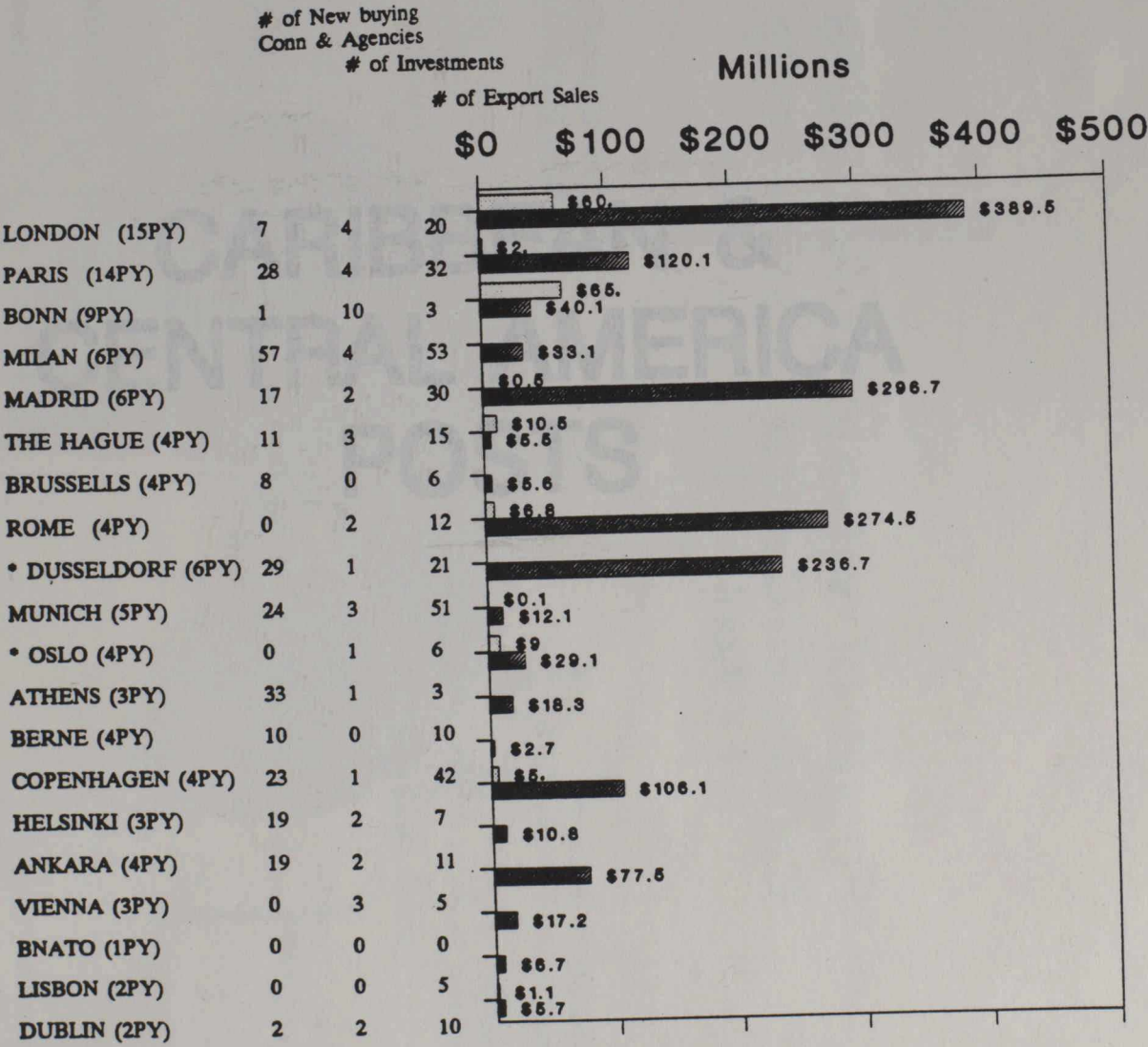


(PY refers to Trade Program PYS)

\* 3 of 4 reports rec'd



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



**VALUE**

Investment Related
  Export Related

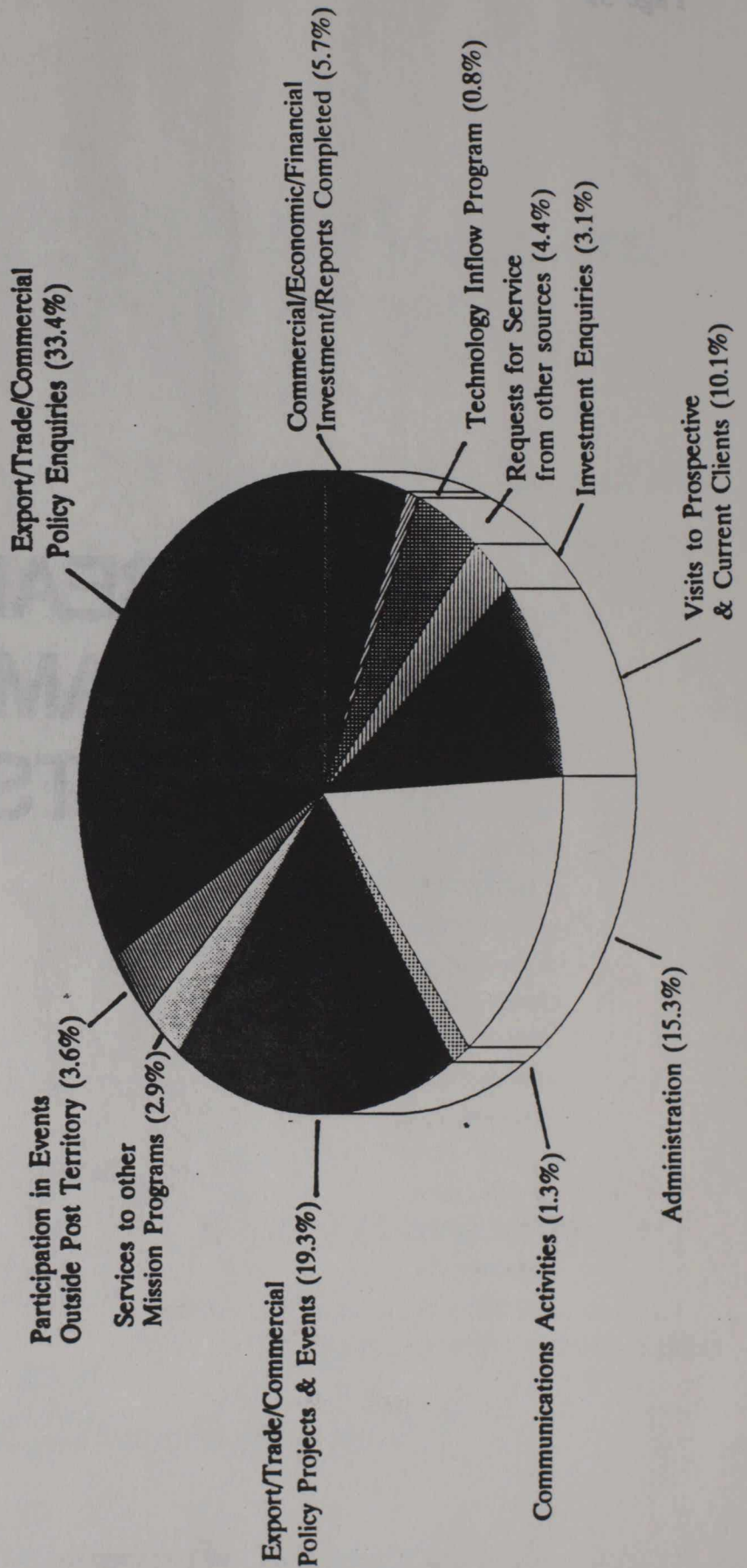
(PY refers to Trade Program PYS)  
\*3 of 4 reports rec'd



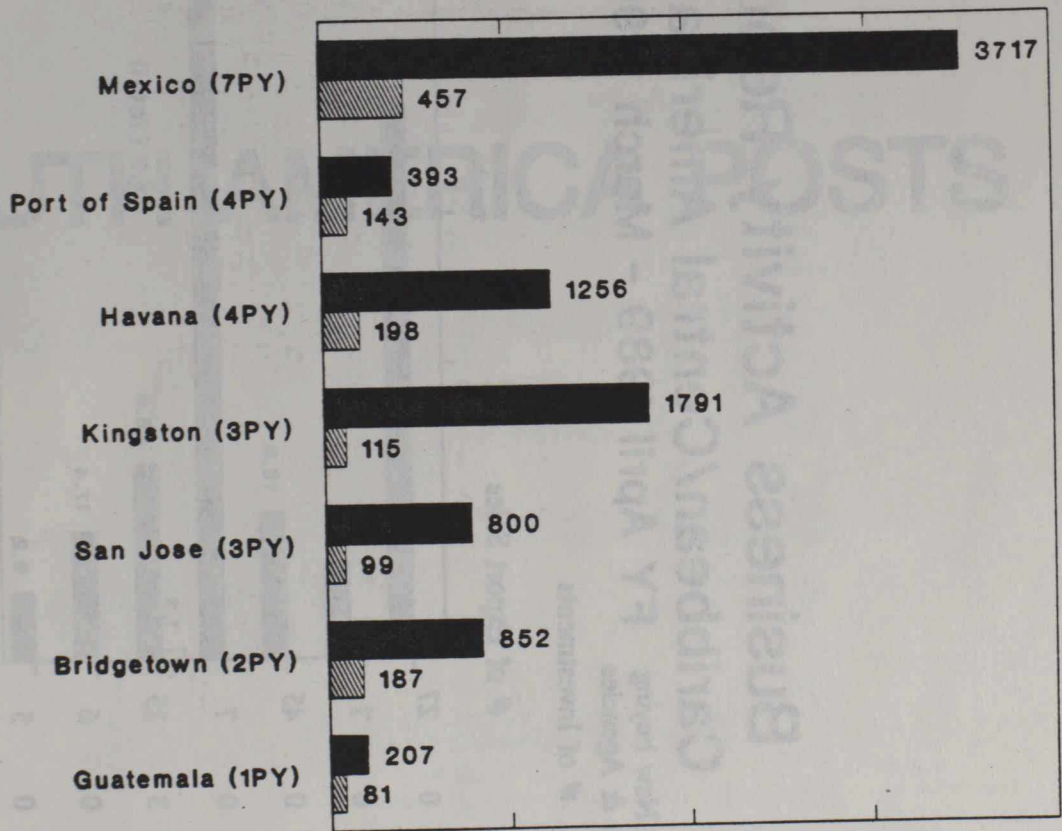




# Focus of Workload Activities Caribbean/Central America Posts FY April 1989 - March 1990



## Selected Workload Indicators Canadian Trade Enquiries Canadian Business Visitors



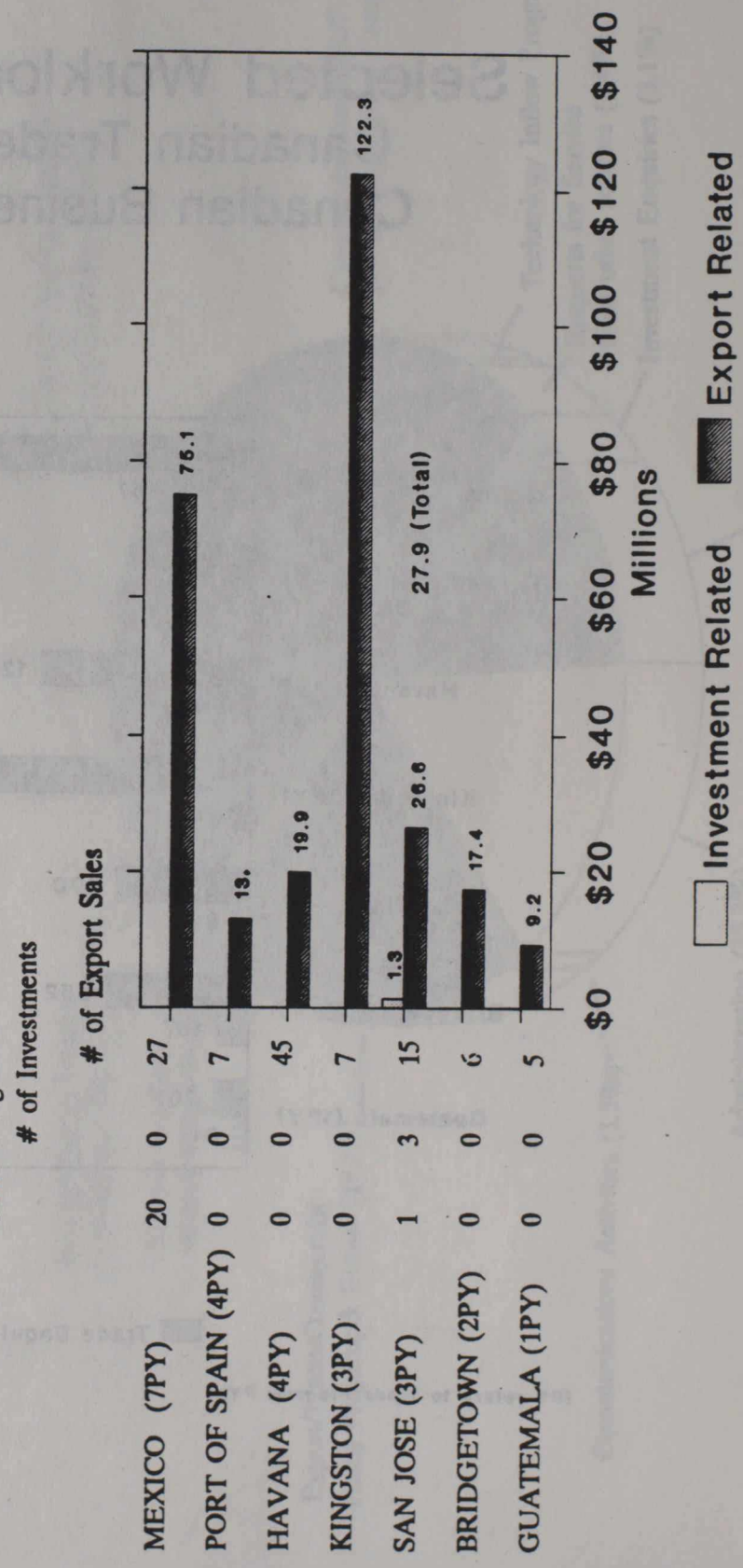
CANADIAN

Trade Enquiries    
  Business Visitors

(PY refers to Trade Program PYS)

# Business Activity Reported Caribbean/Central America Posts

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

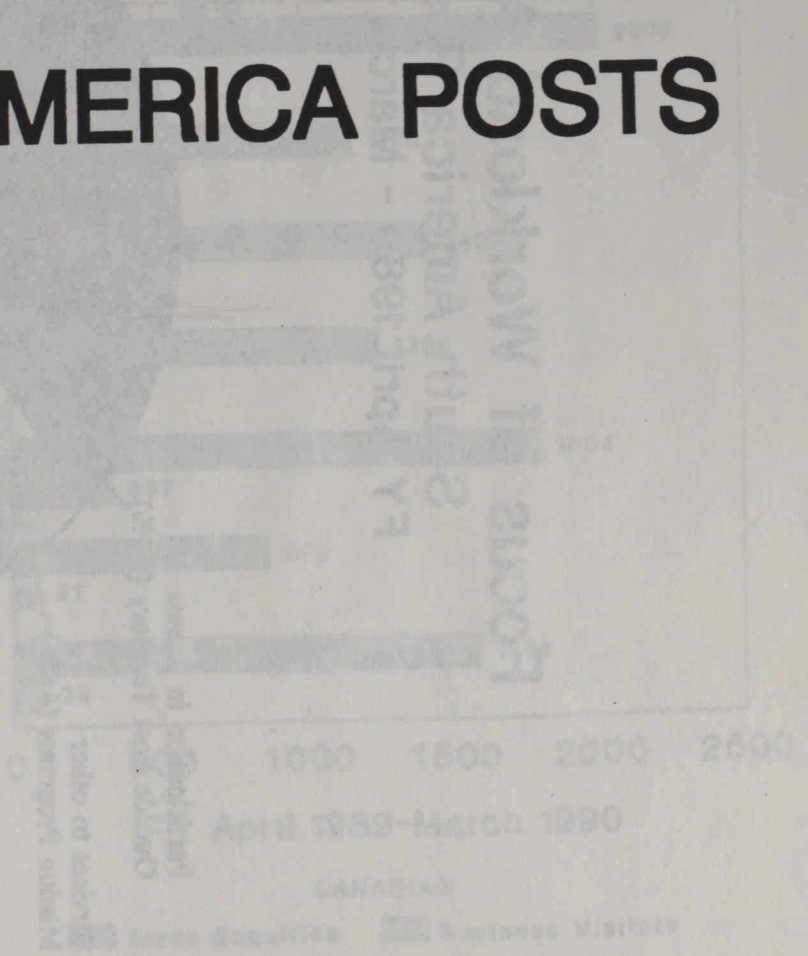


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# Selected Workload Indicators Canadian Trade Enquiries Canadian Business Visitors

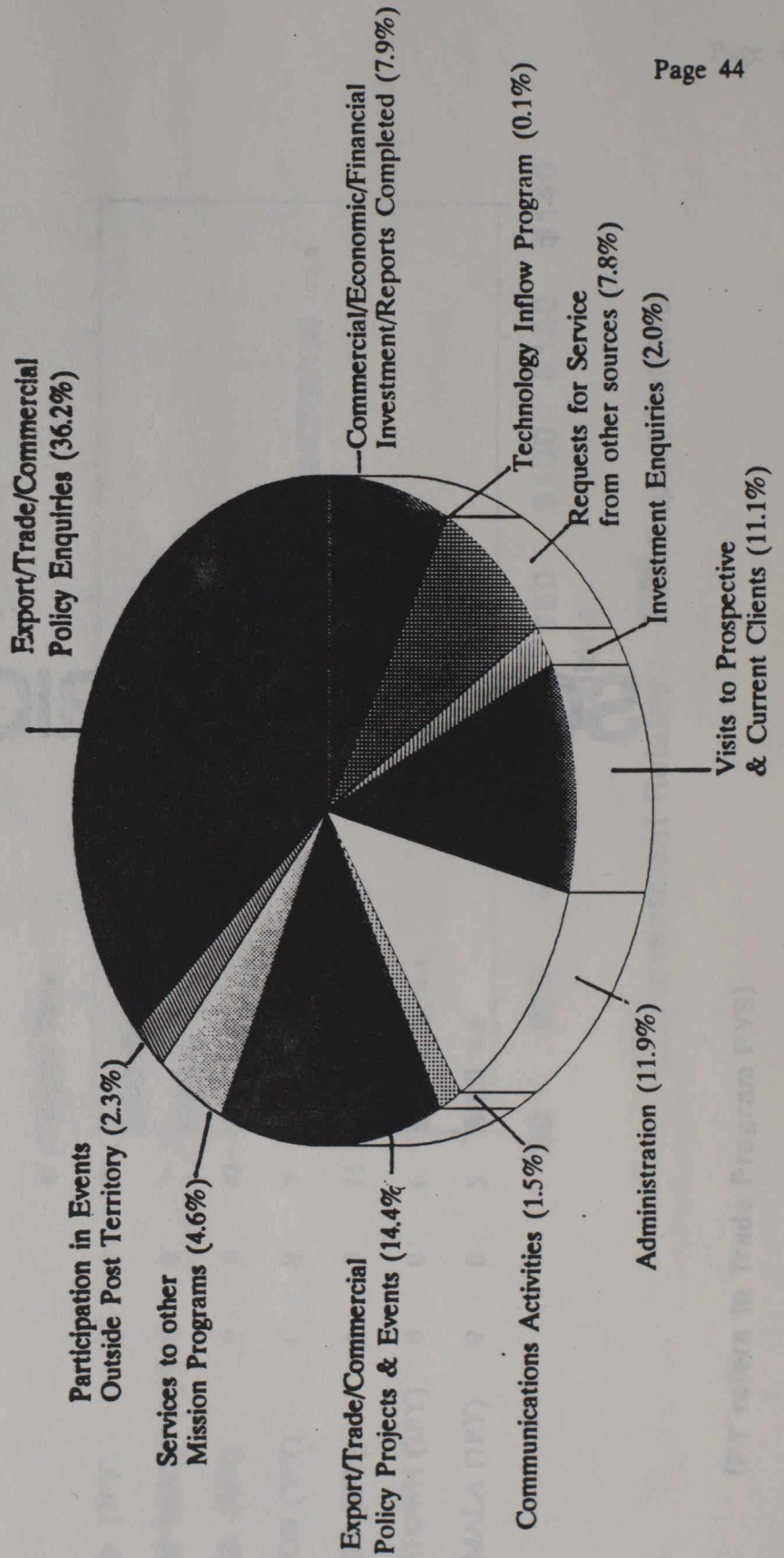
## SOUTH AMERICA POSTS



# Focus of Workload Activities

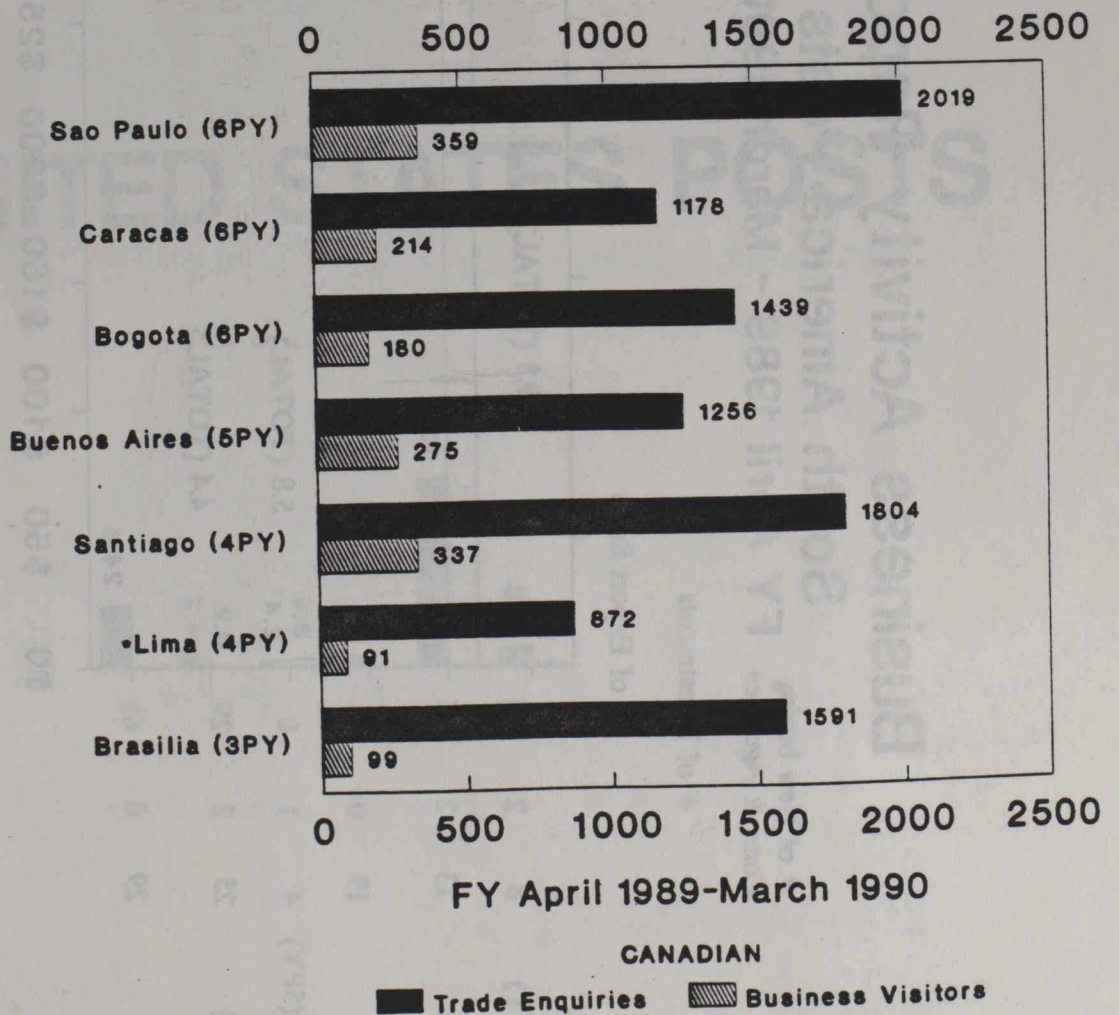
## South America Posts

### FY April 1989 - March 1990



# Selected Workload Indicators Canadian Trade Enquiries Canadian Business Visitors

## South America Posts



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

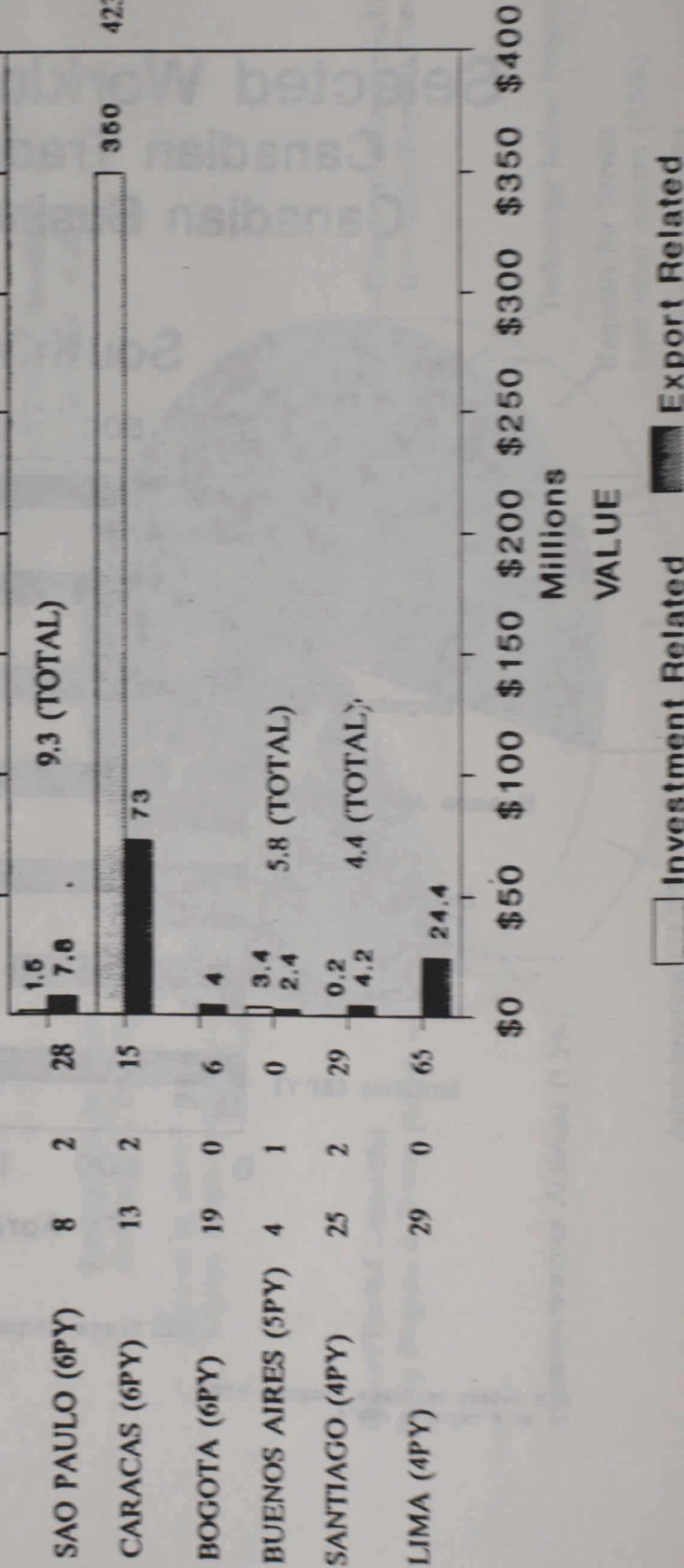


# Business Activity Reported South America Posts FY April 1989 - March 1990

# of New buying  
Conn & Agencies

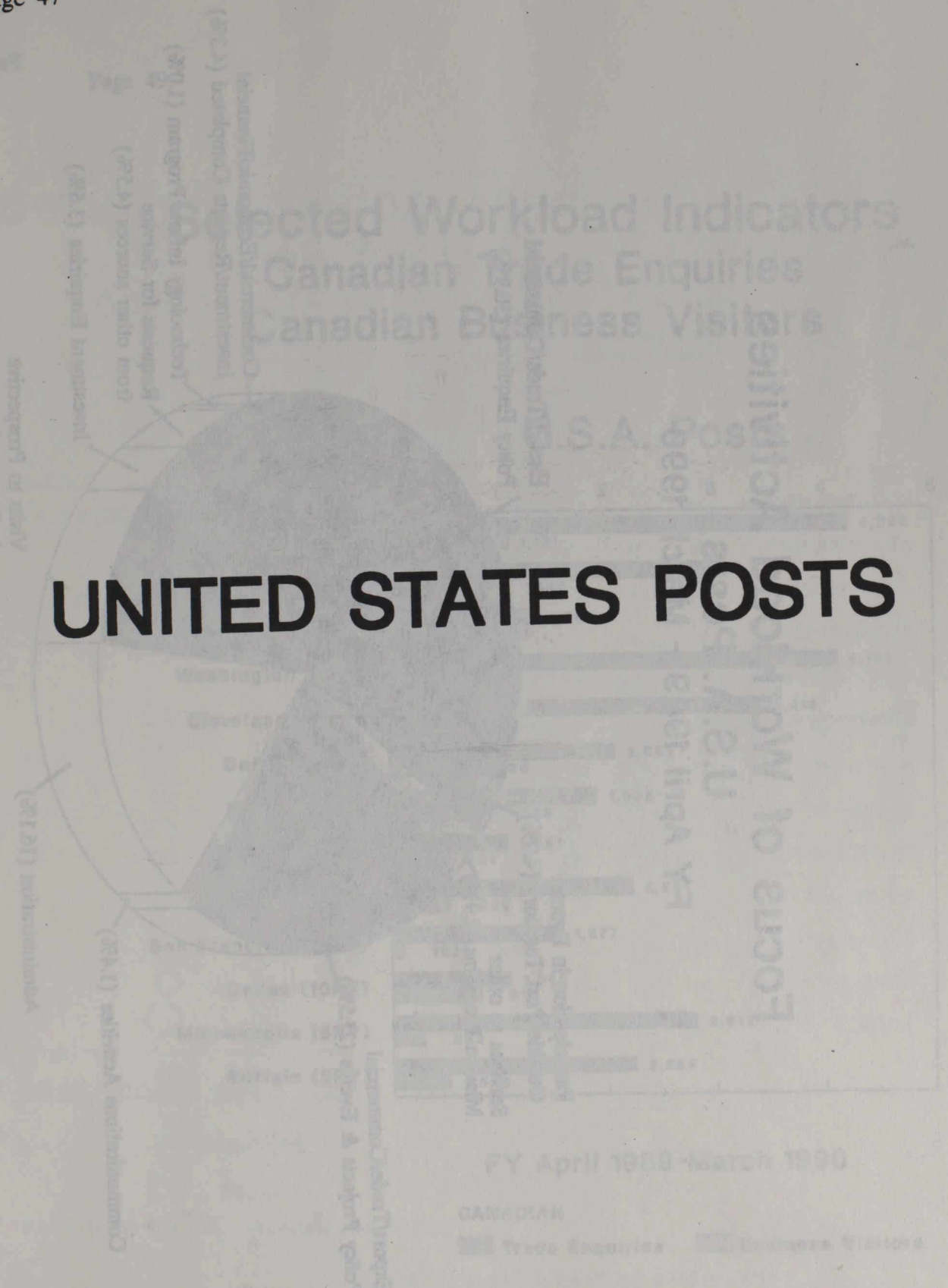
# of Investments

# of Export Sales



(PY refers to Trade Program PYS)

# UNITED STATES POSTS



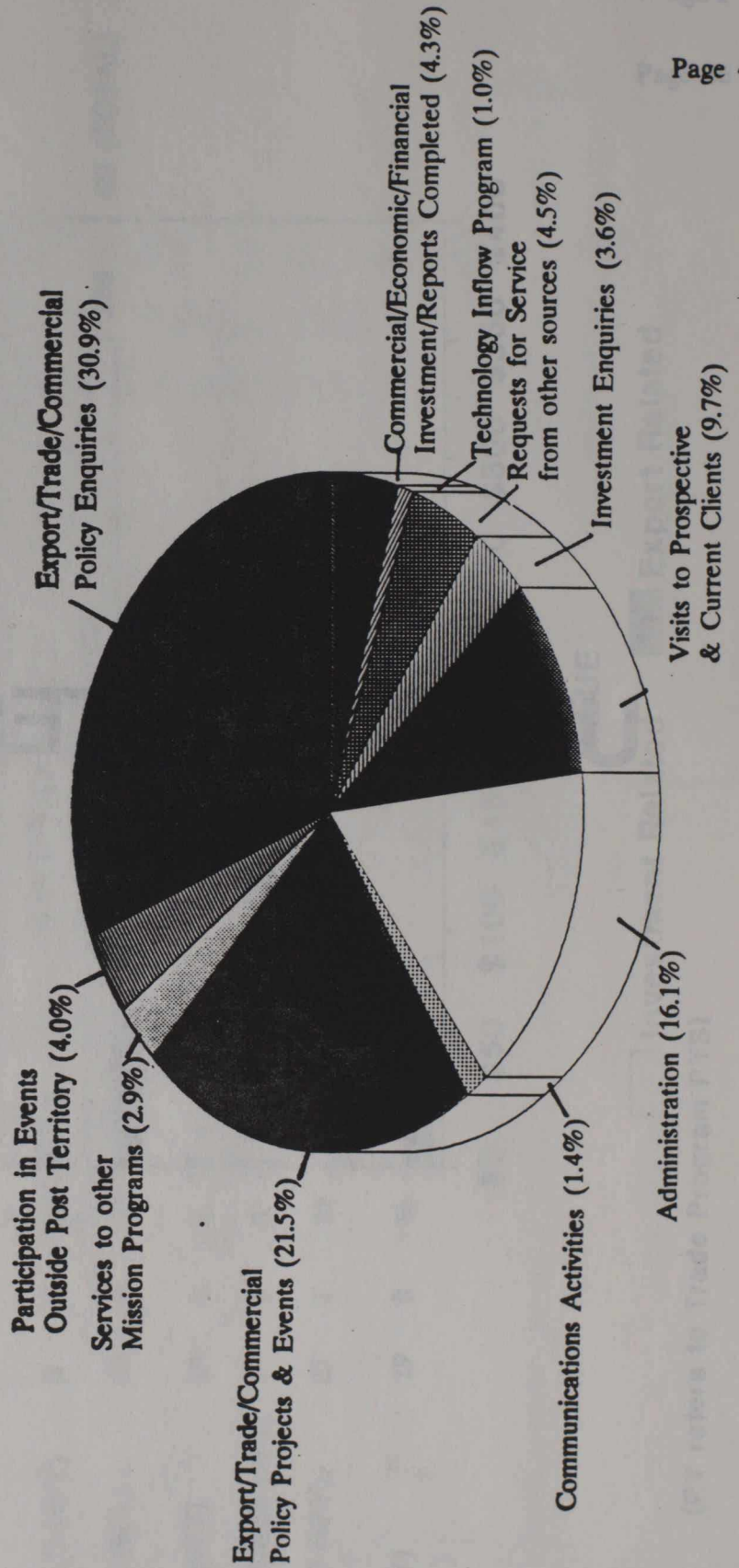
FY April 1988-March 1990

CANADIAN  
Trade Enquiries Business Visitors

# Focus of Workload Activities

U.S.A. Posts

FY April 1989 - March 1990

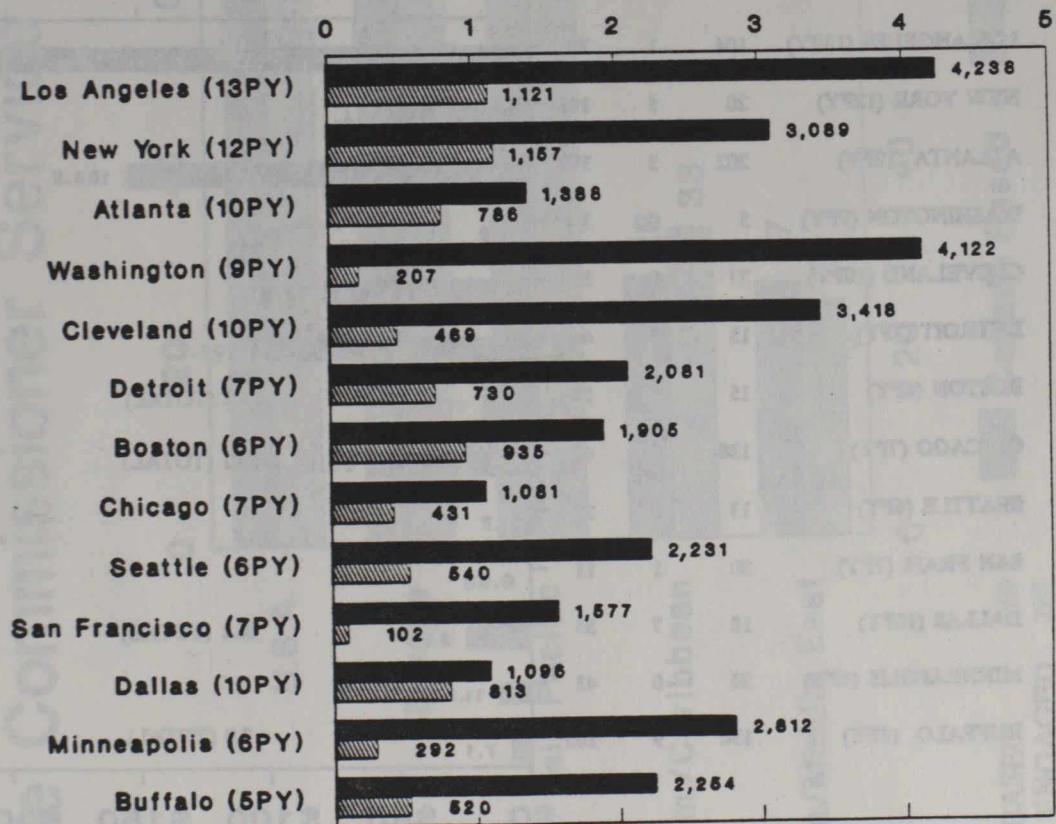




# Selected Workload Indicators

## Canadian Trade Enquiries Canadian Business Visitors

### U.S.A. Posts



FY April 1989-March 1990

CANADIAN

Trade Enquiries
  Business Visitors

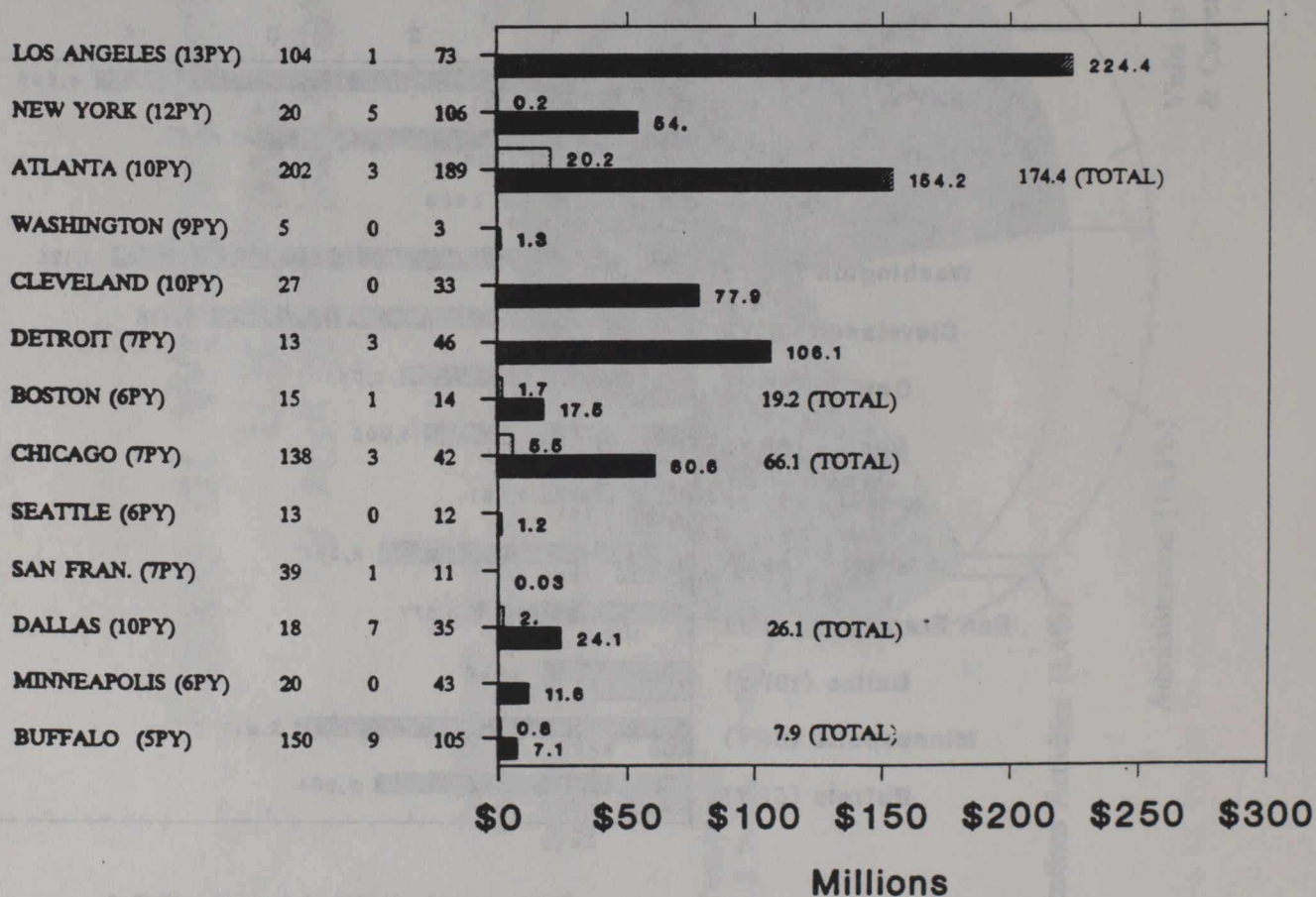
(PY refers to Trade Program PYs)

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

# of New buying  
Conn & Agencies

# of Investments

# of Export Sales



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

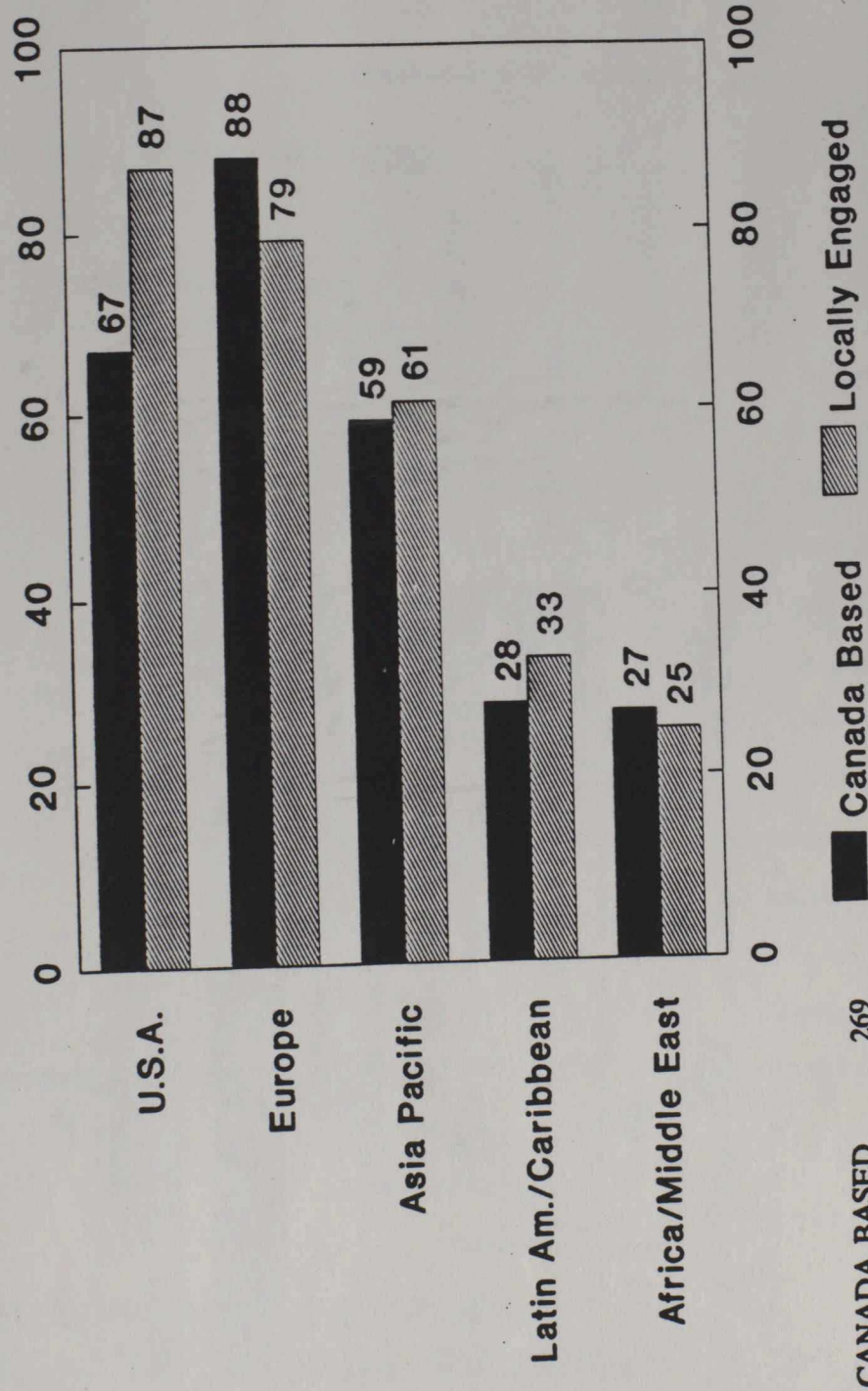
Millions

VALUE

Investment Related Export Related

(PY refers to Trade Program PYS)

# Trade Commissioner Service 1989-1990



CANADA BASED	269
LOCALLY ENGAGED	285
<b>TOTAL</b>	<b>554</b>



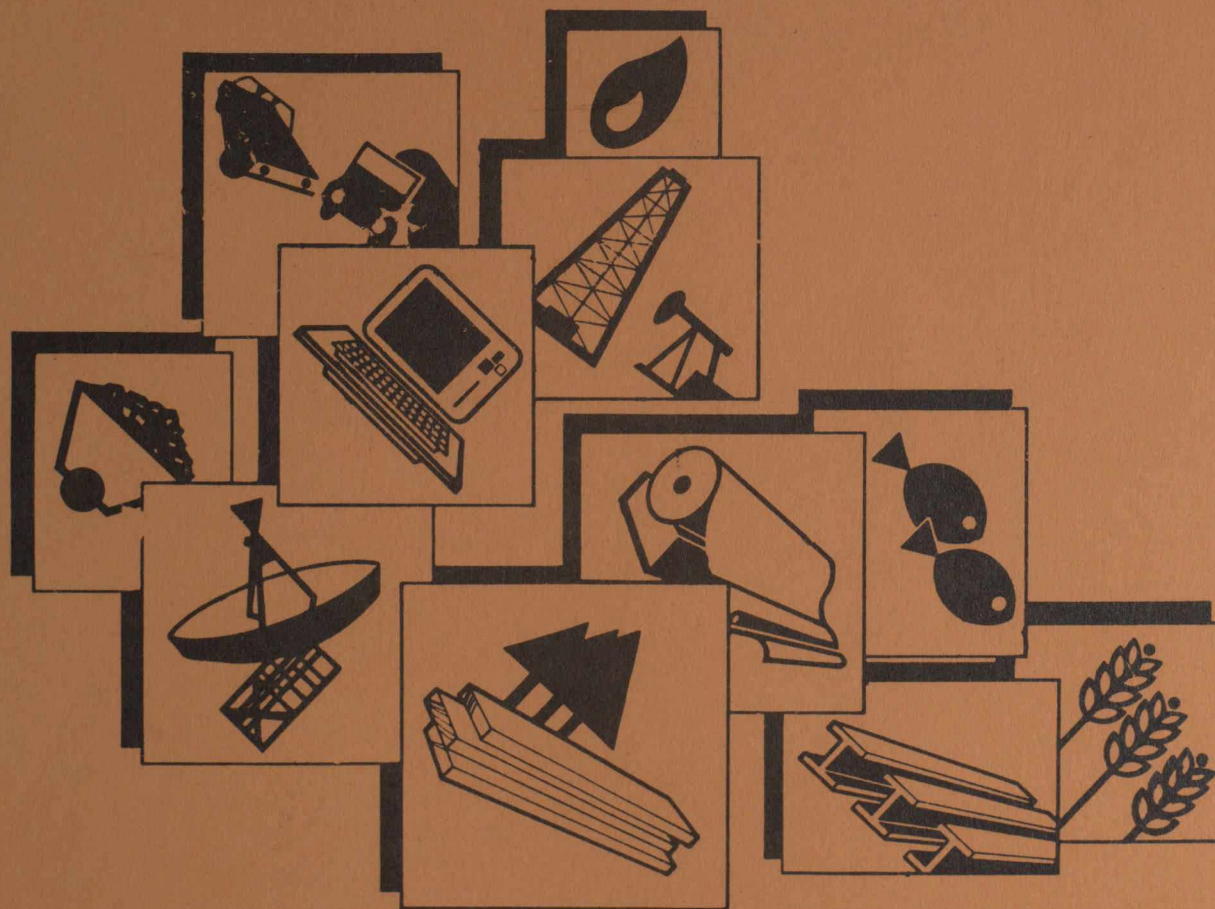




PROGRAMME D'EXPANSION COMMERCIALE ET INDUSTRIELLE

# RÉSUMÉ ANNUEL DES ACTIVITÉS ET DES RÉSULTATS

AVRIL 1989 - MARS 1990  
(AF 1989-90)



JUILLET 1991

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Trade and Industrial Development  
Program 43247813

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AVRIL 1989 - MARS 1990  
(AF 1989 - 1990)



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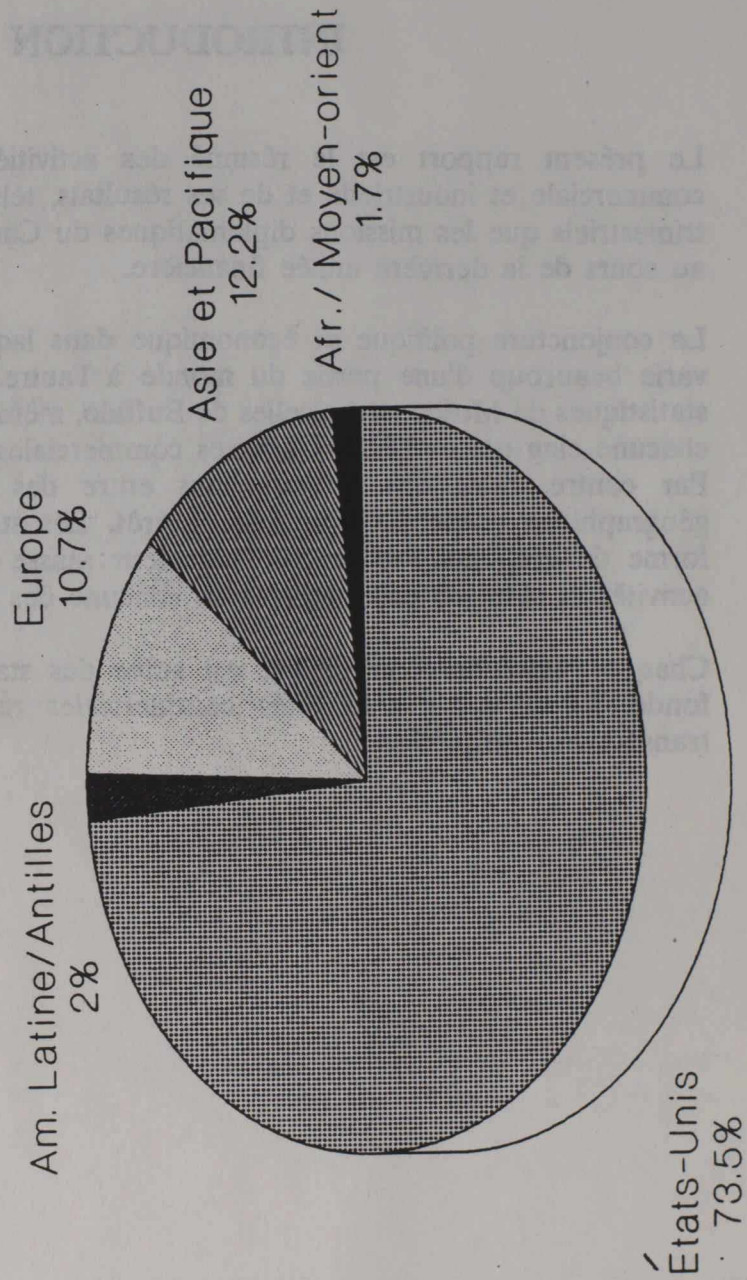
## INTRODUCTION

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

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

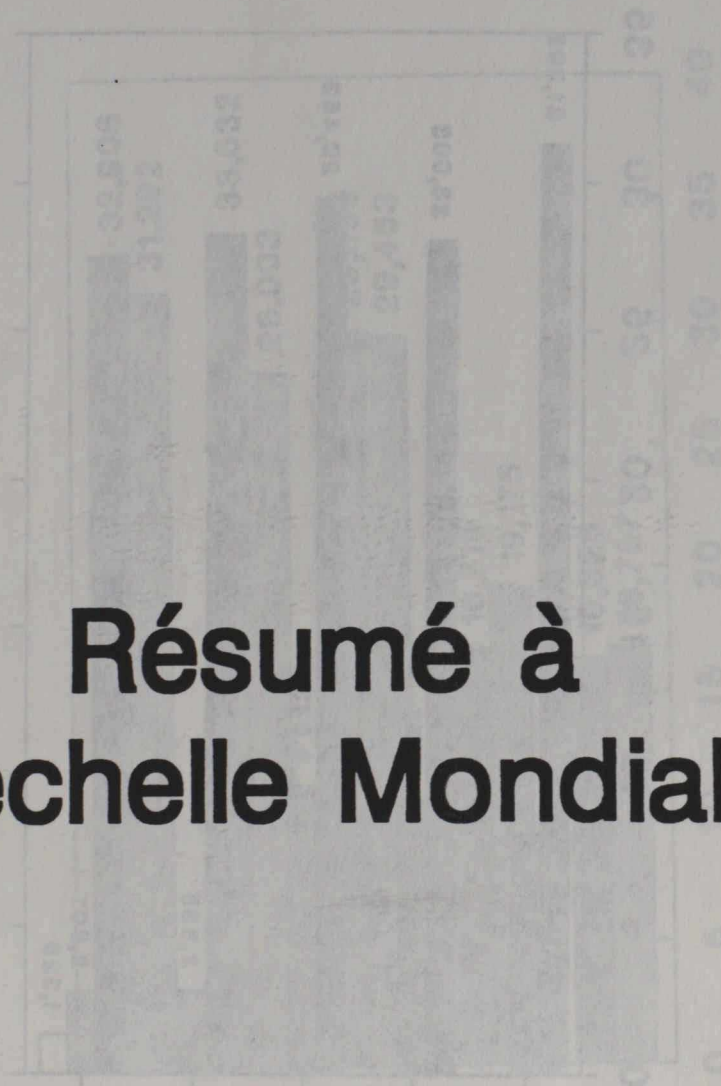
Chaque présentation graphique est suivie des statistiques sur lesquelles elle se fonde. La valeur des activités commerciales représente la valeur réelle des transactions complétées.

# Exportations Canadiennes par région 1989



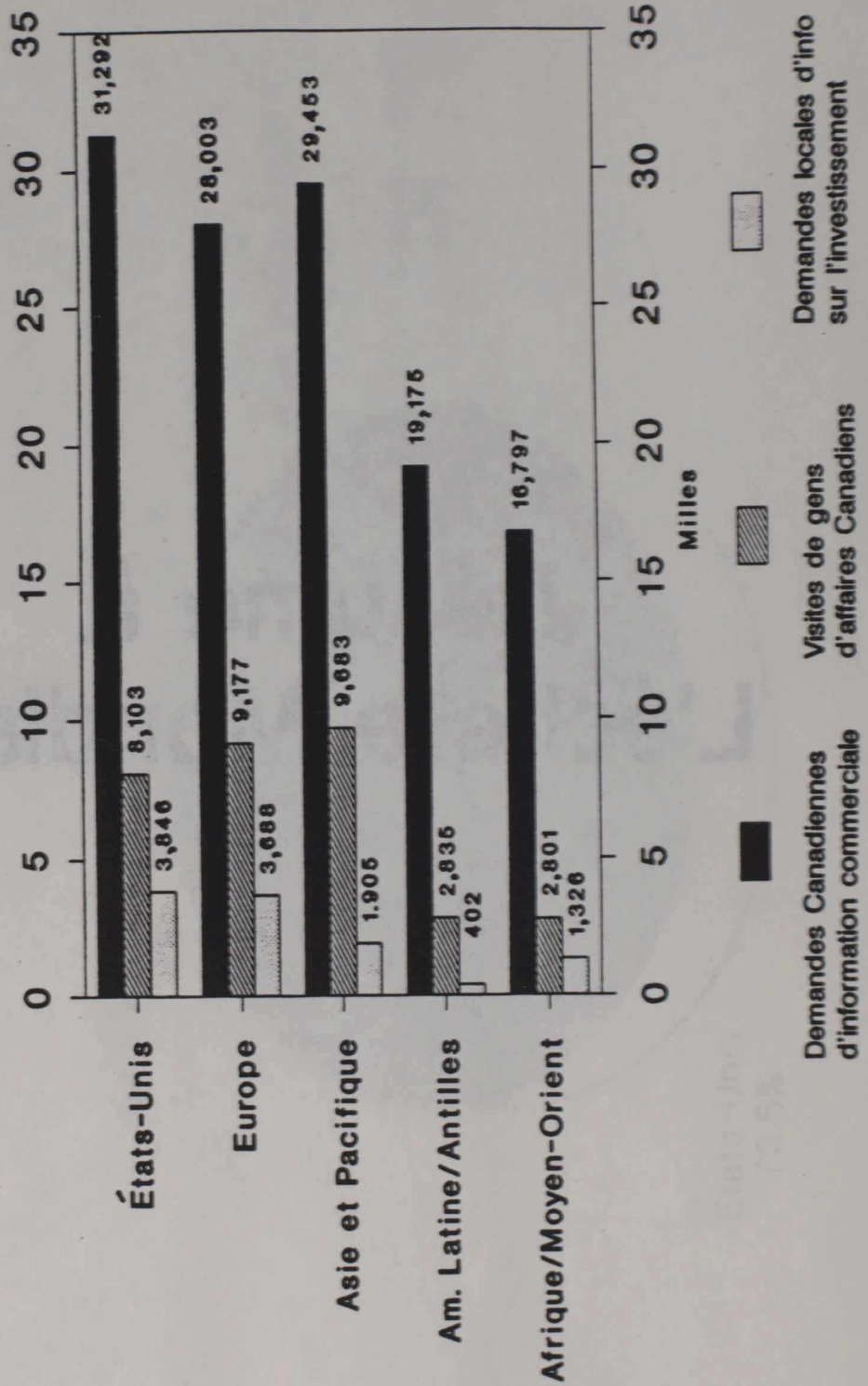


# Résumé à L'échelle Mondiale

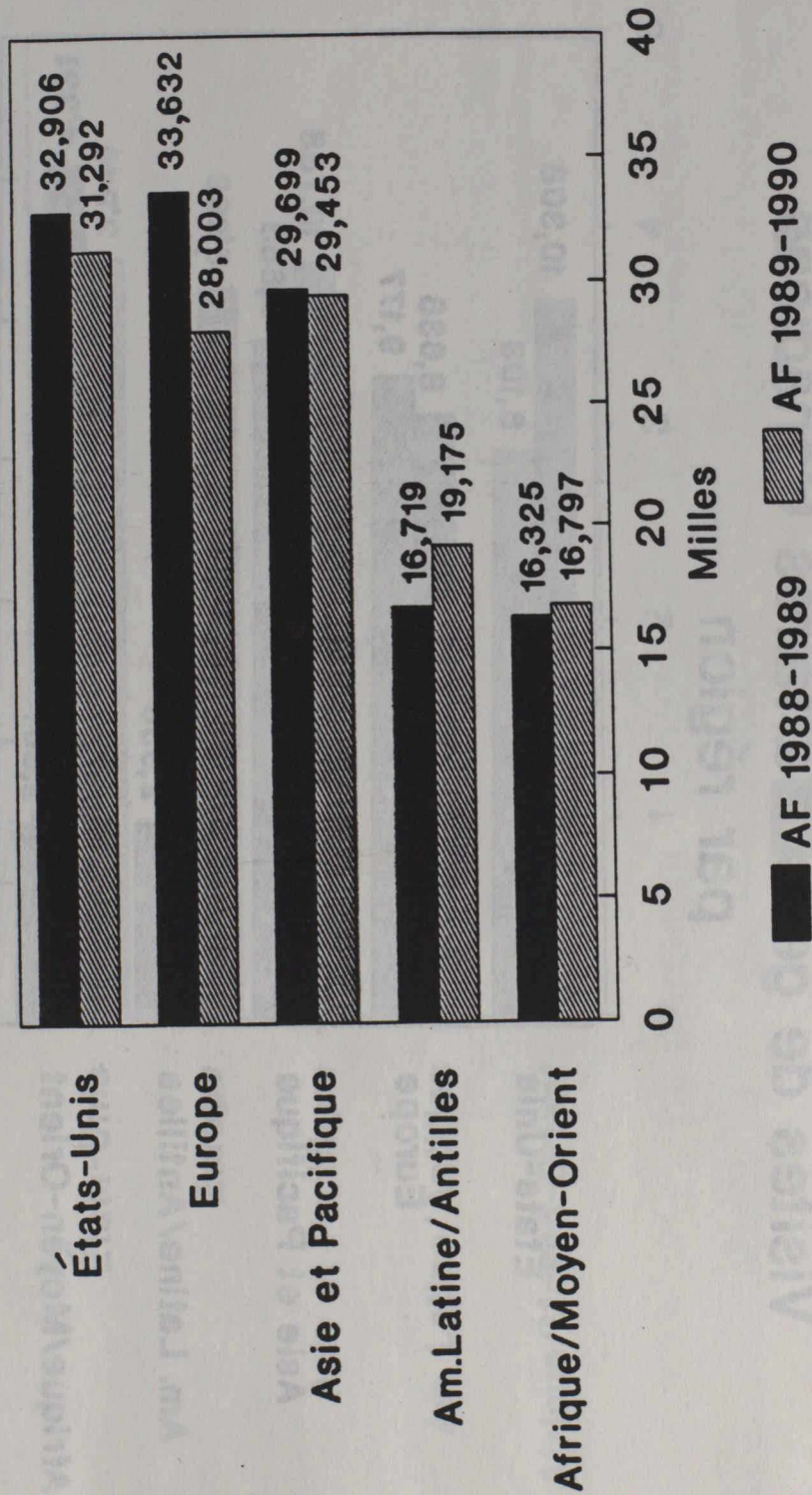


Indicateurs comparables  
Demandes Cadrées  
Information

# Indicateurs de travail choisis par region AF avril 1989 - mars 1990



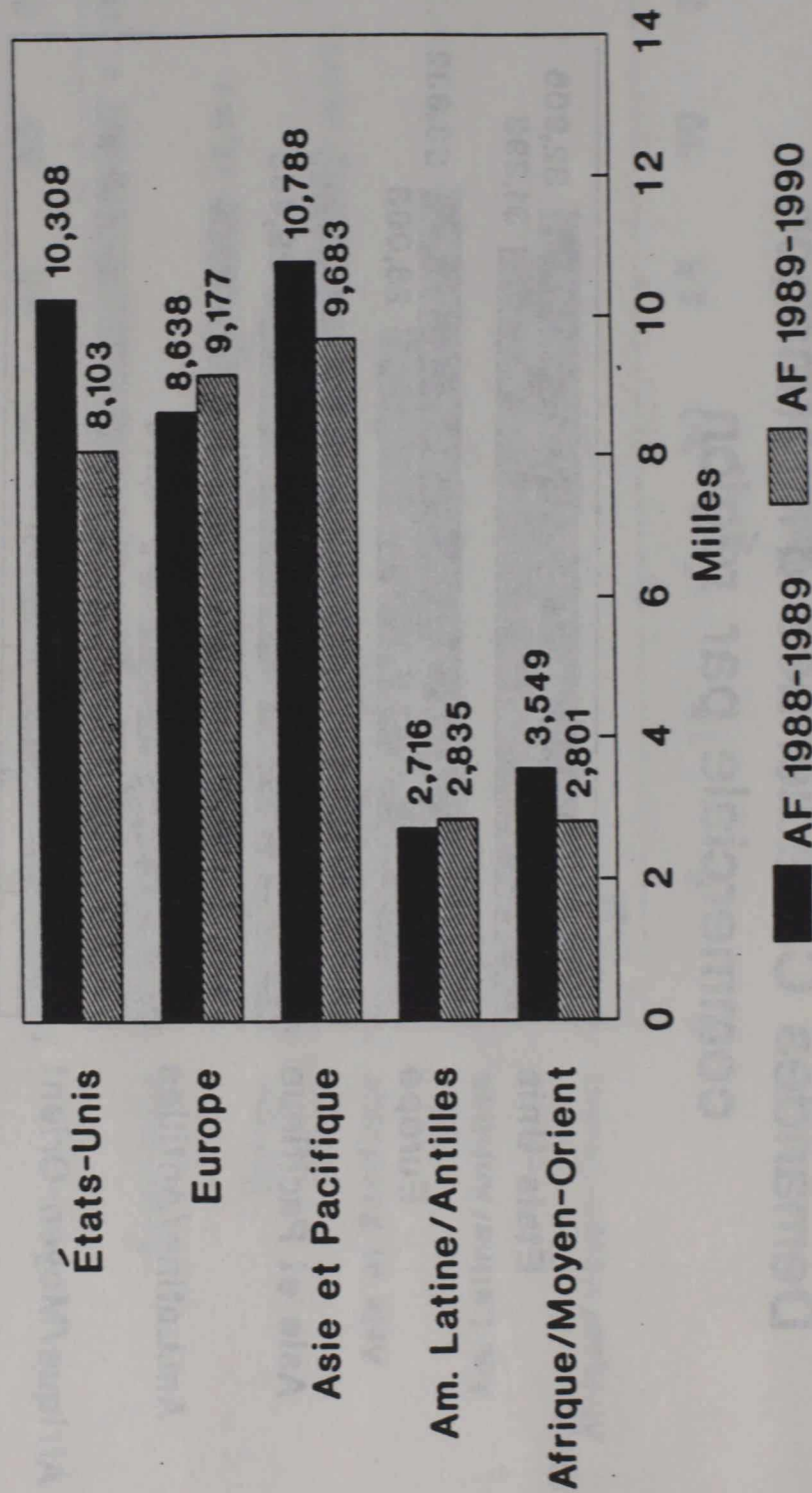
# Indicateurs comparatifs de travail Demandes Canadiennes d'information commerciale par région





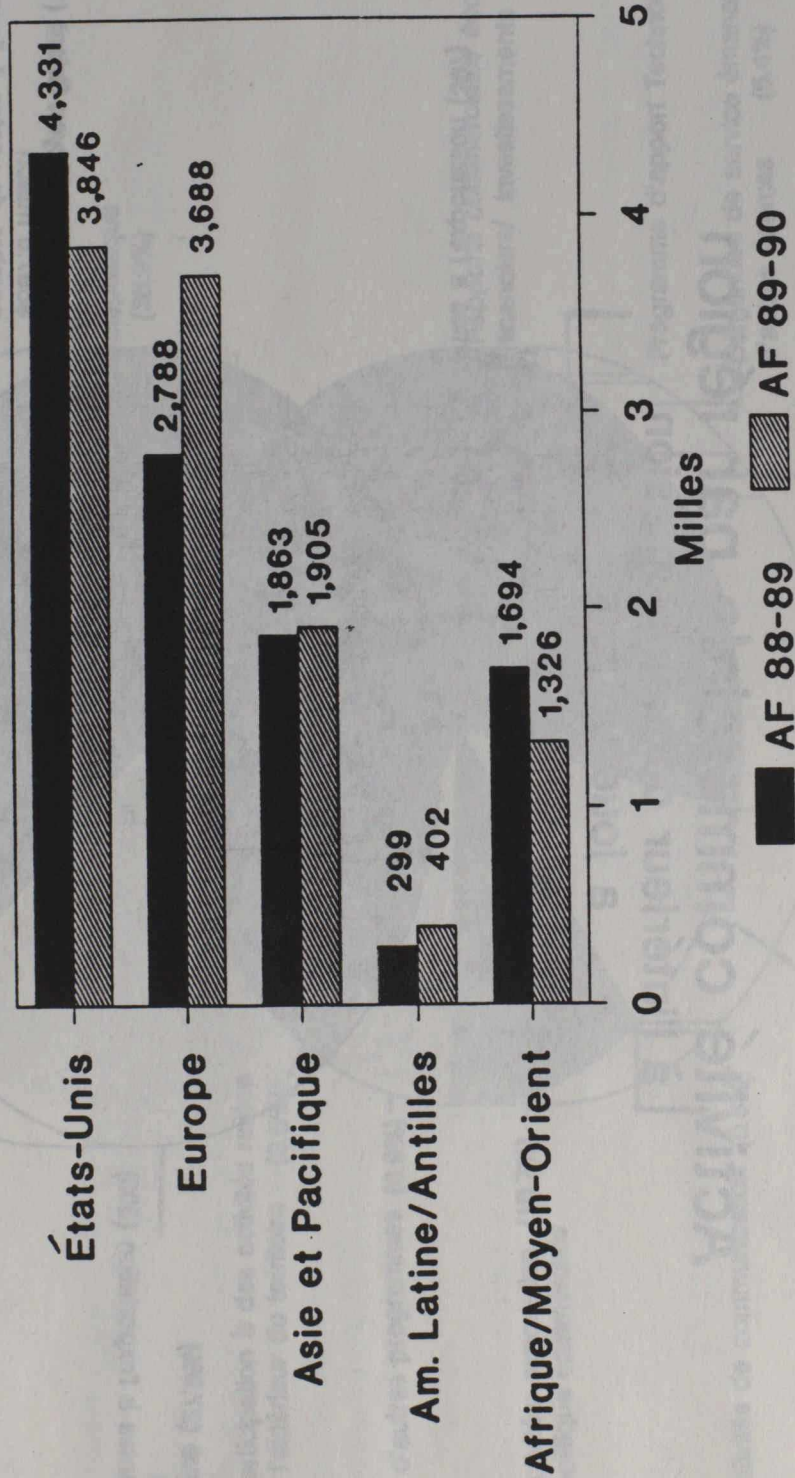
# Indicateurs comparatifs de travail

## Visites de gens d'affaires Canadiens par région

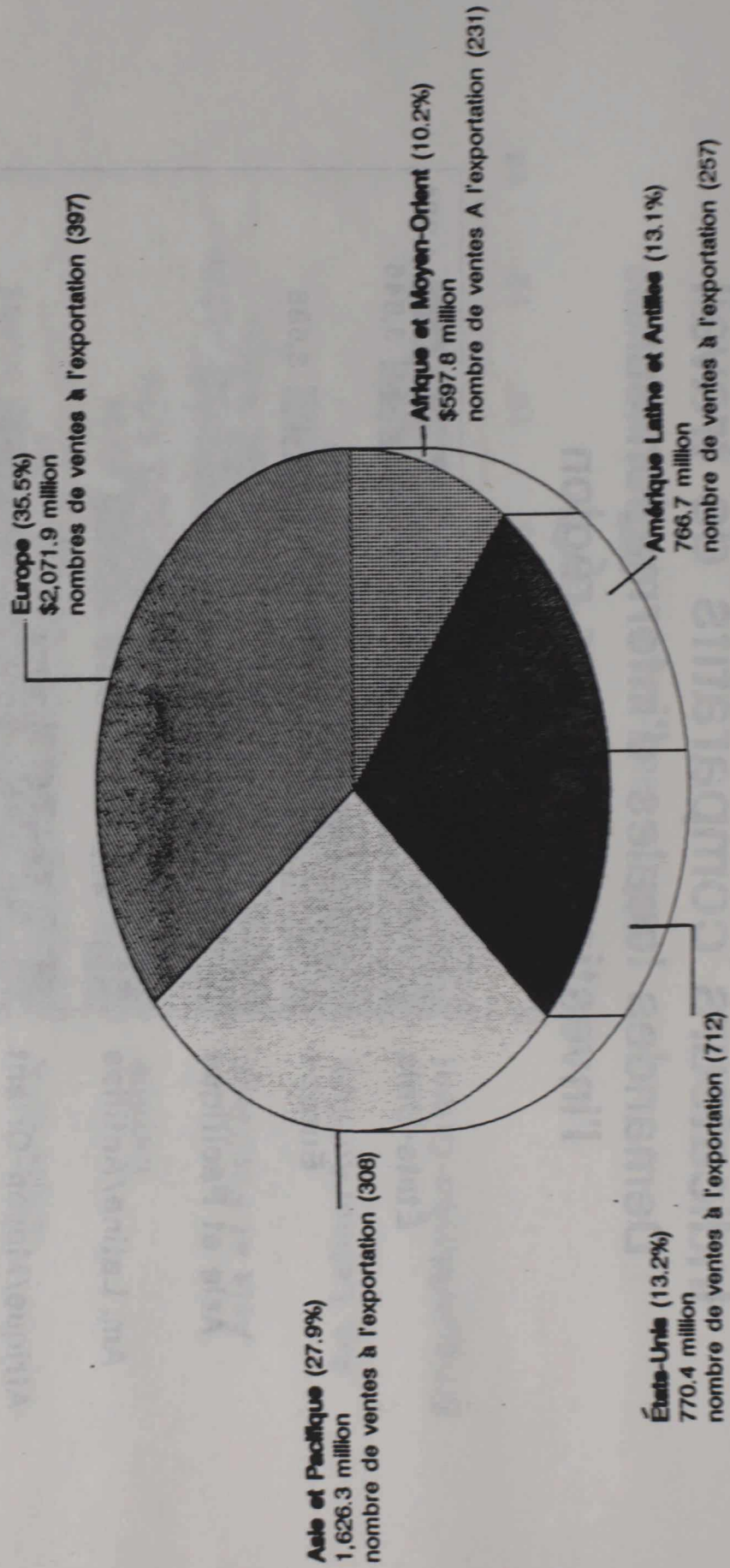


# Indicateurs comparatifs de travail

## Demandes locales d'information sur l'investissement par région



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



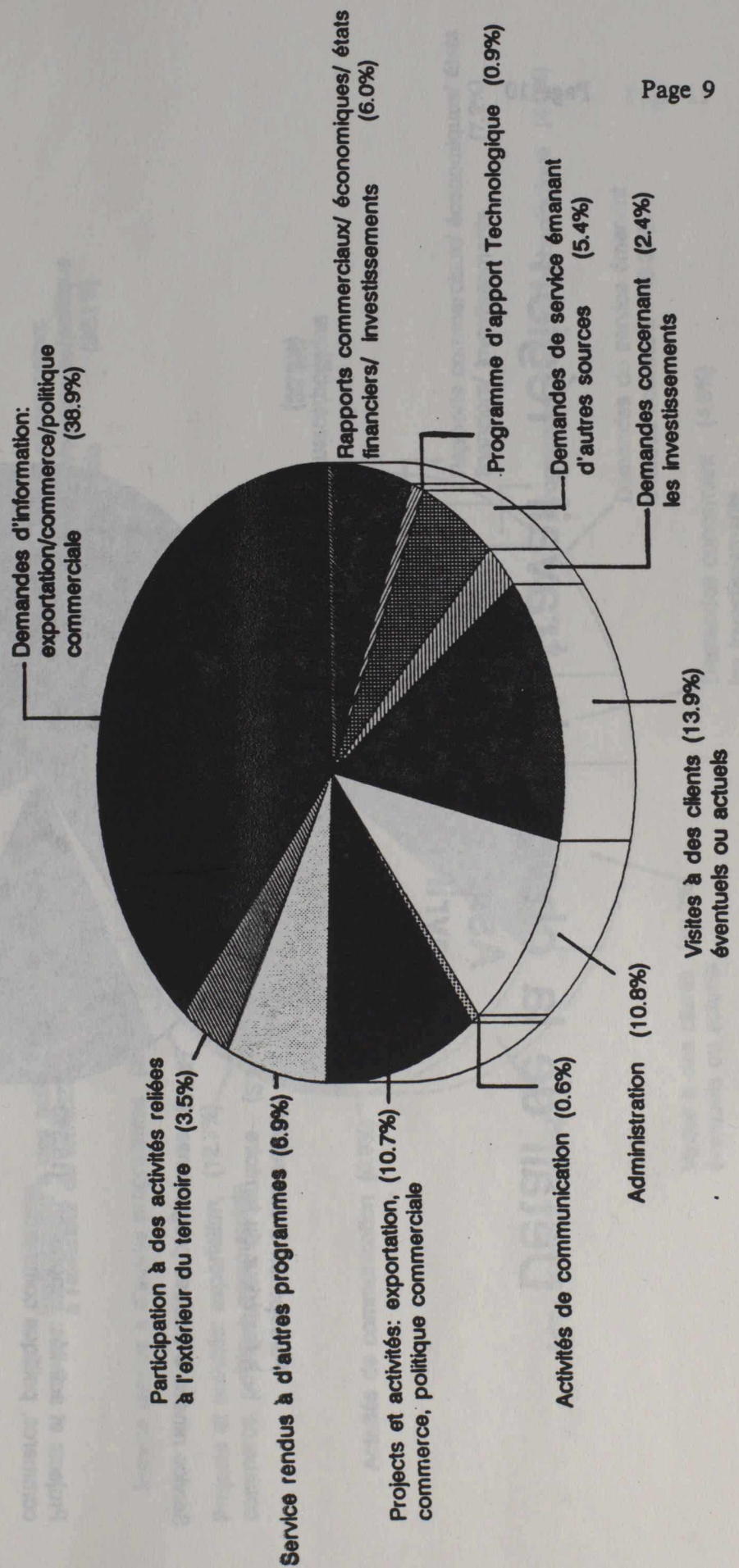
AF AVRIL 1989 - MARS 1990



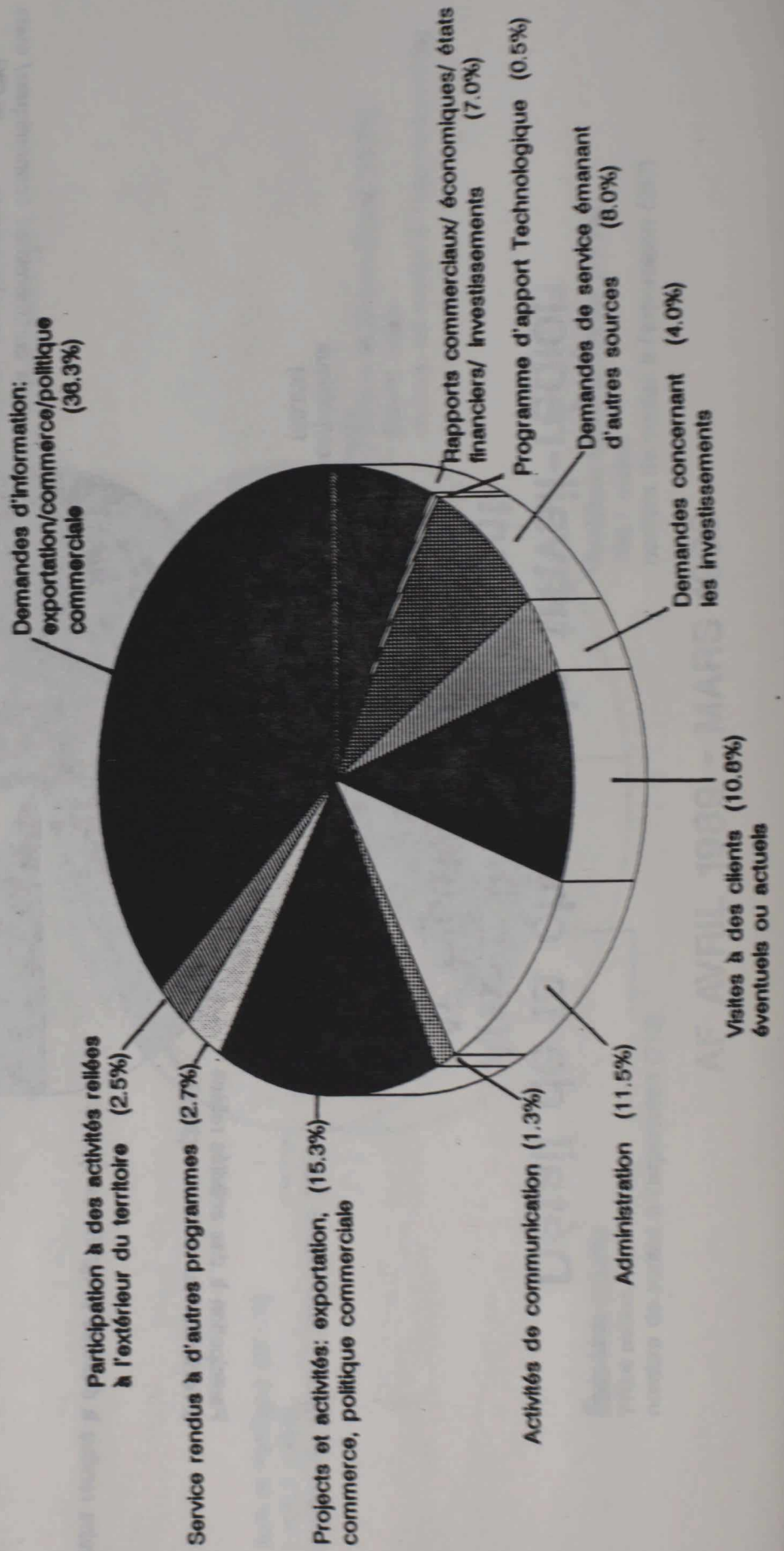
# Détail de la charge de travail-région

## Afrique et Moyen-Orient

### AF avril 1989 - mars 1990



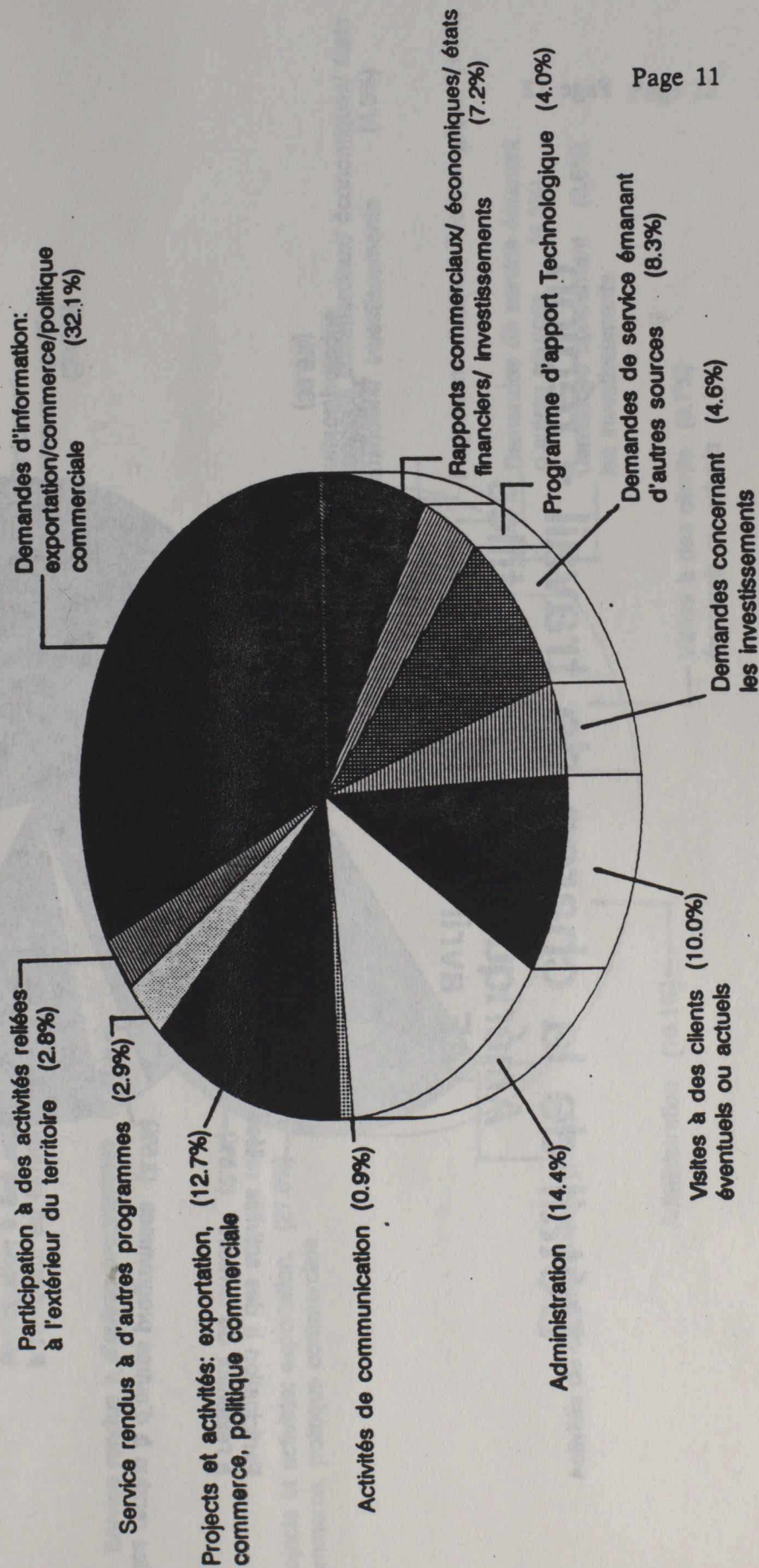
# Détail de la charge de travail - région Asie et Pacifique AF avril 1989 - mars 1990





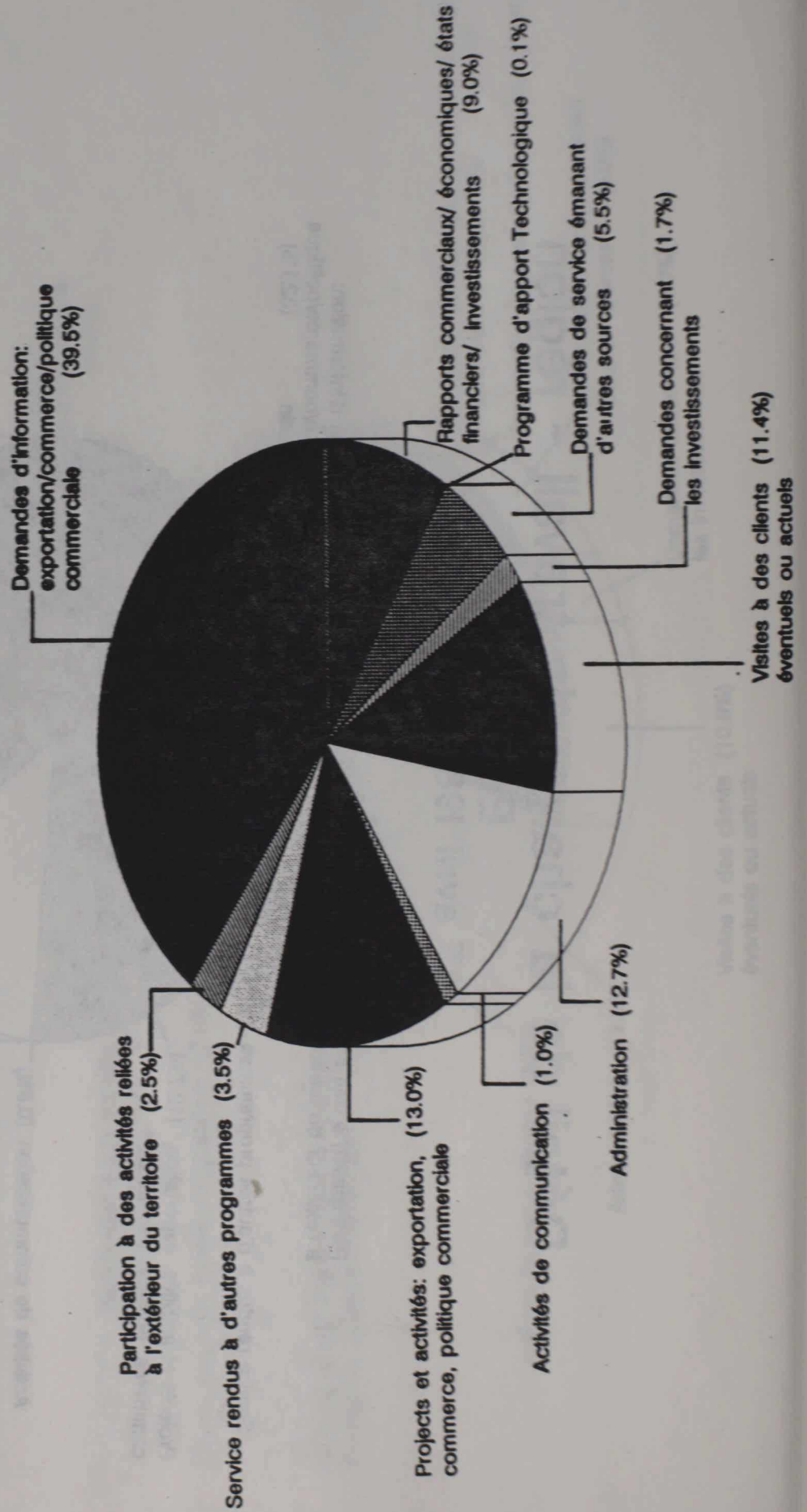
# Détail de la charge de travail - région Europe

AF avril 1989 - mars 1990





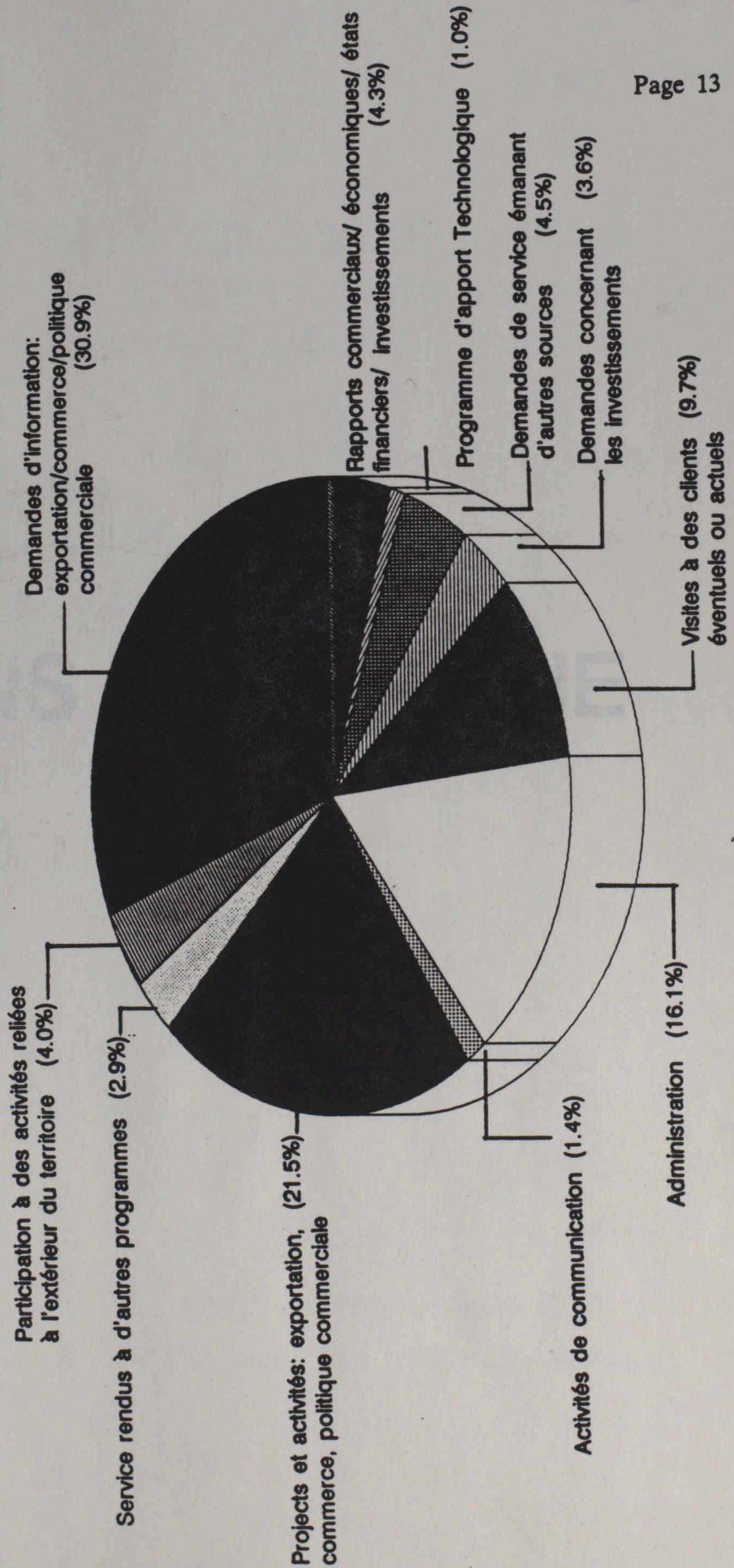
# Détail de la charge de travail - région Amérique Latine et Antilles AF avril 1989, - mars 1990



# Détail de la charge de travail - région

États-Unis

AF avril 1989 - mars 1990





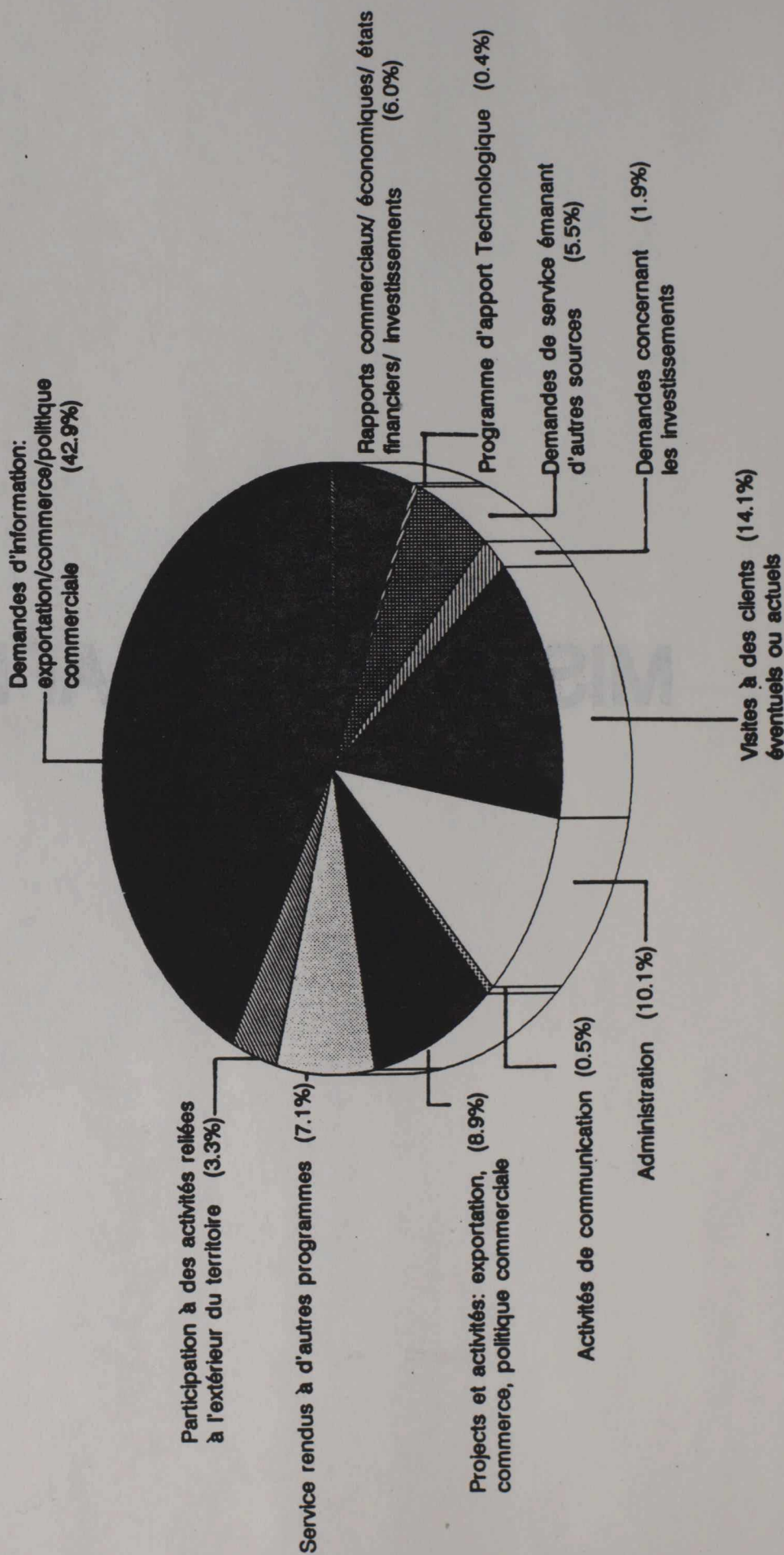




# Détail de la charge de travail

## Par les missions situées en Afrique

AF avril 1989 - mars 1990

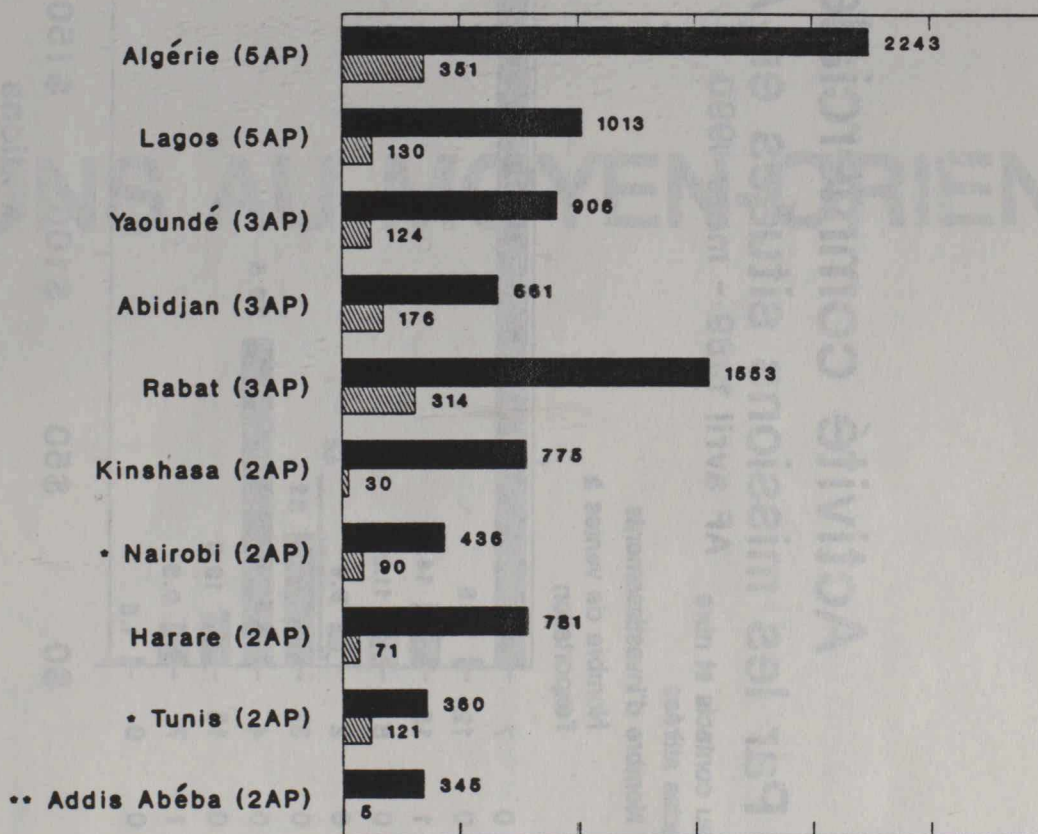


# Indicateurs de travail choisis

## Demandes Canadiennes d'info commerciale

### Visites de gens d'affaires Canadiens

#### Missions situées en Afrique



AF avril 1989 - mars 1990

■ Demandes d'info    ▨ Visites d'affaires

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



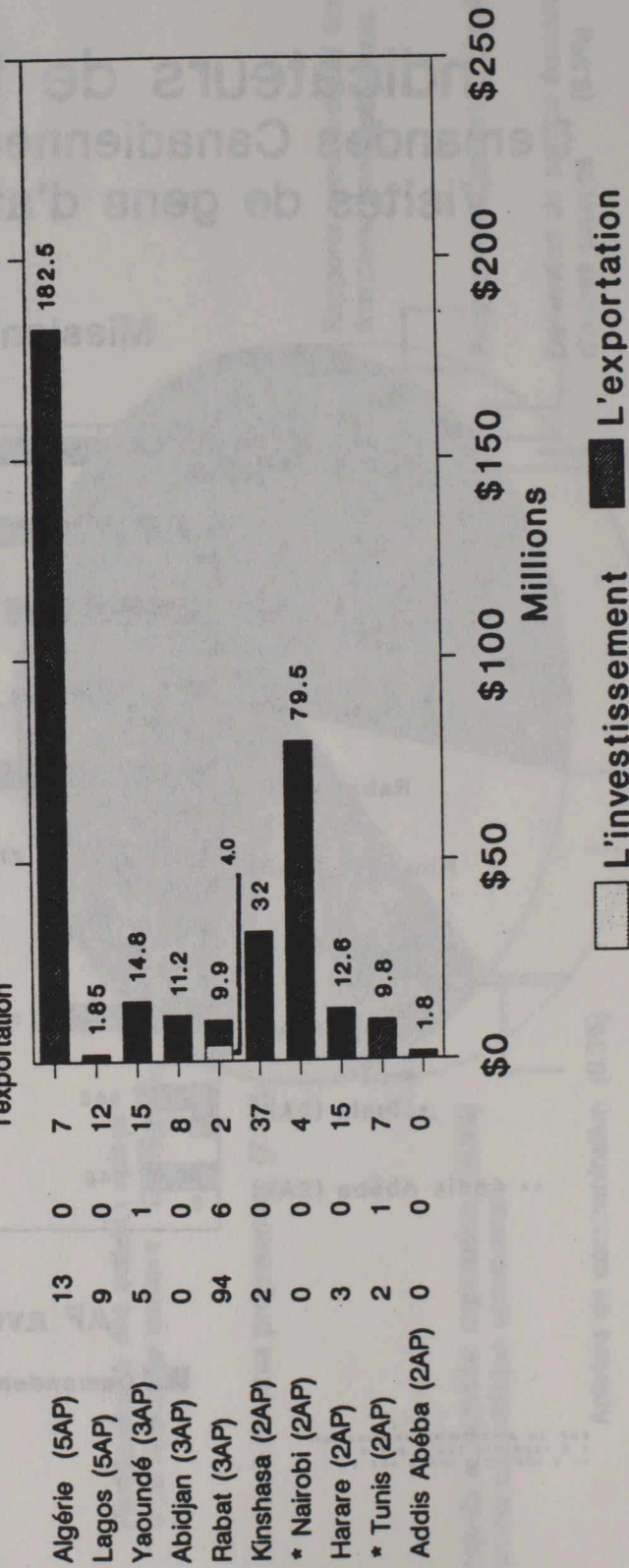
# Activité commerciale Par les missions situées en Afrique

AF avril 1989 - mars 1990

Nouveau contacts et nbre  
d'agences attirées

Nombre d'investissements

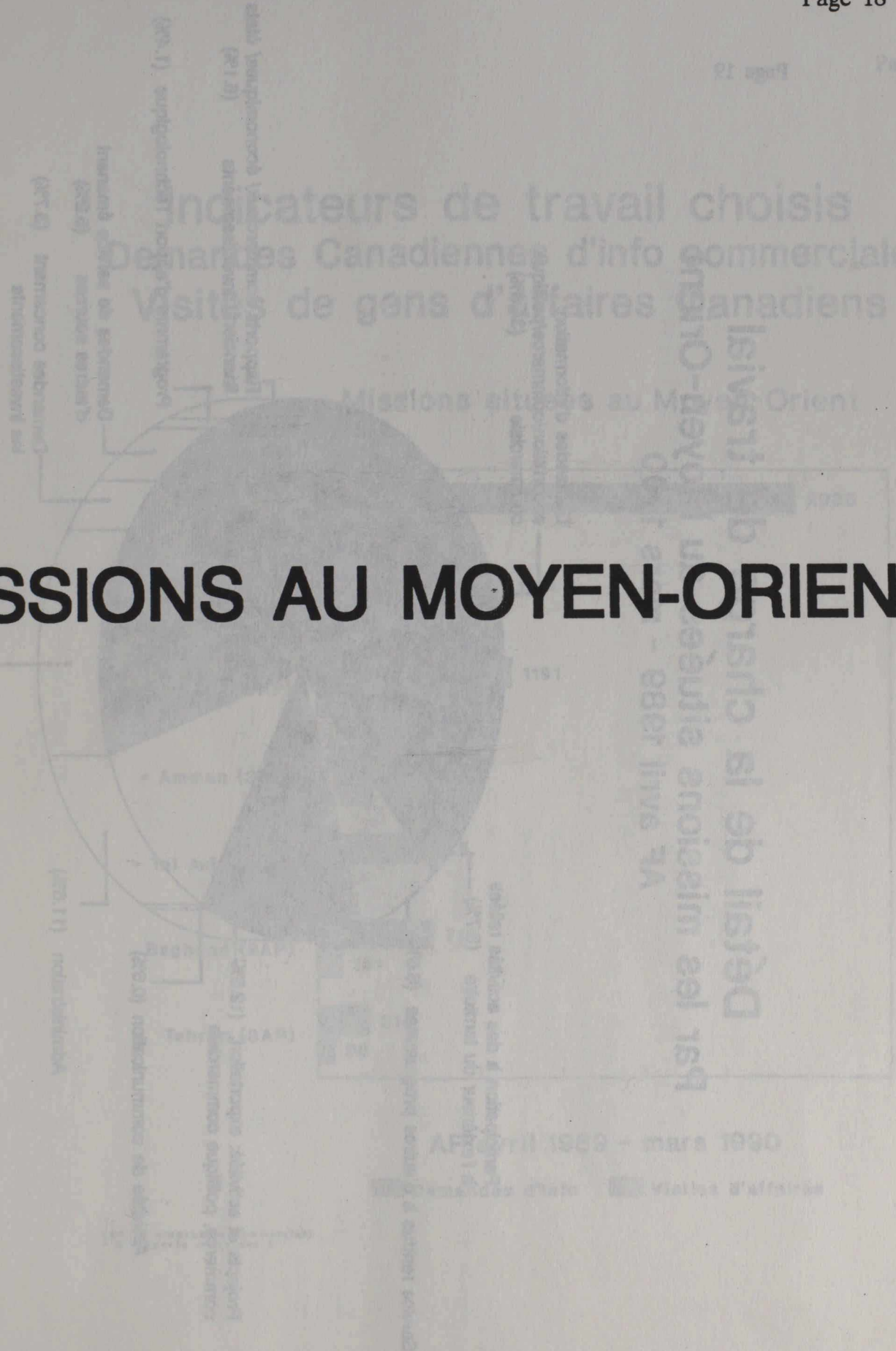
Nombre de ventes à  
l'exportation



(AP du programme commercial)

- \* 3 rapports recus sur 4
- \*\* 2 rapports recus sur 4

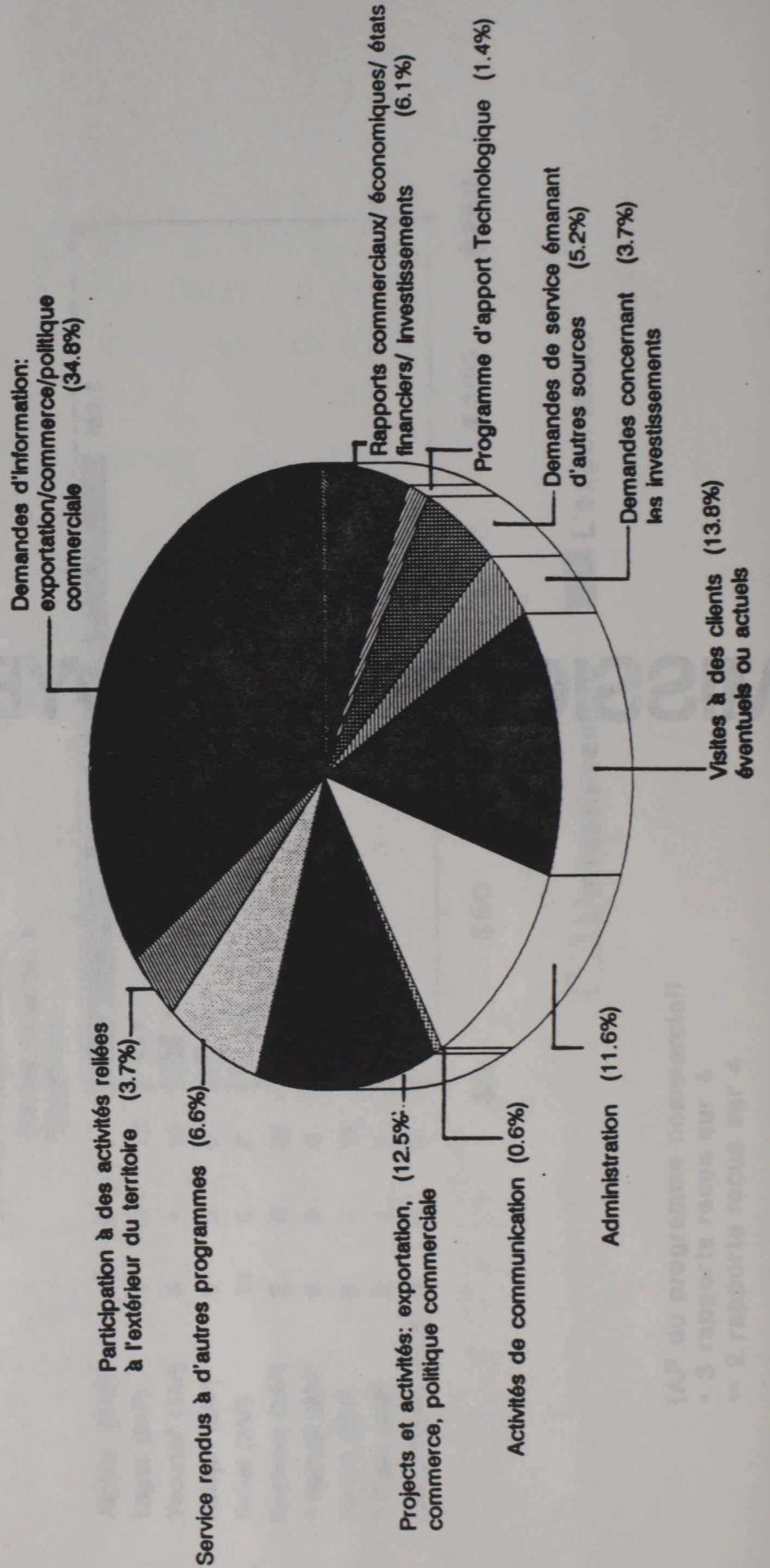
# MISSIONS AU MOYEN-ORIENT



# Détail de la charge de travail

## Par les missions situées au Moyen-Orient

AF avril 1989 - mars 1990



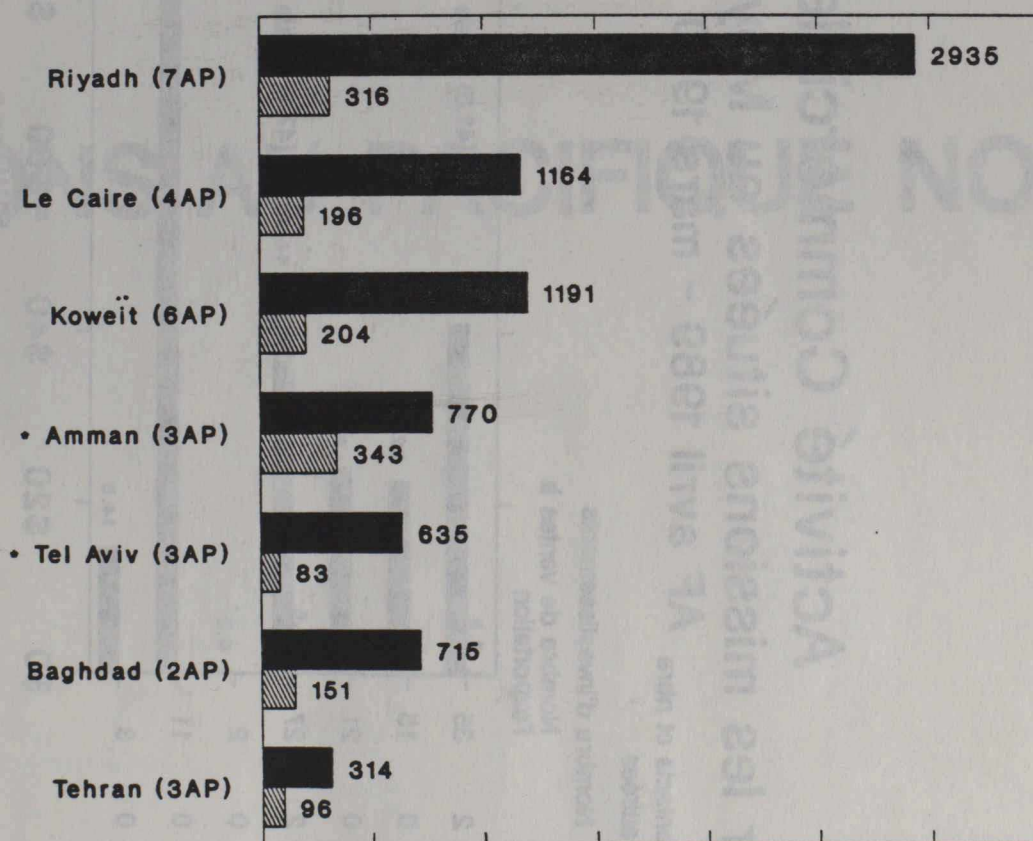


# Indicateurs de travail choisis

## Demandes Canadiennes d'info commerciale

### Visites de gens d'affaires Canadiens

#### Missions situees au Moyen-Orient



AF avril 1989 - mars 1990

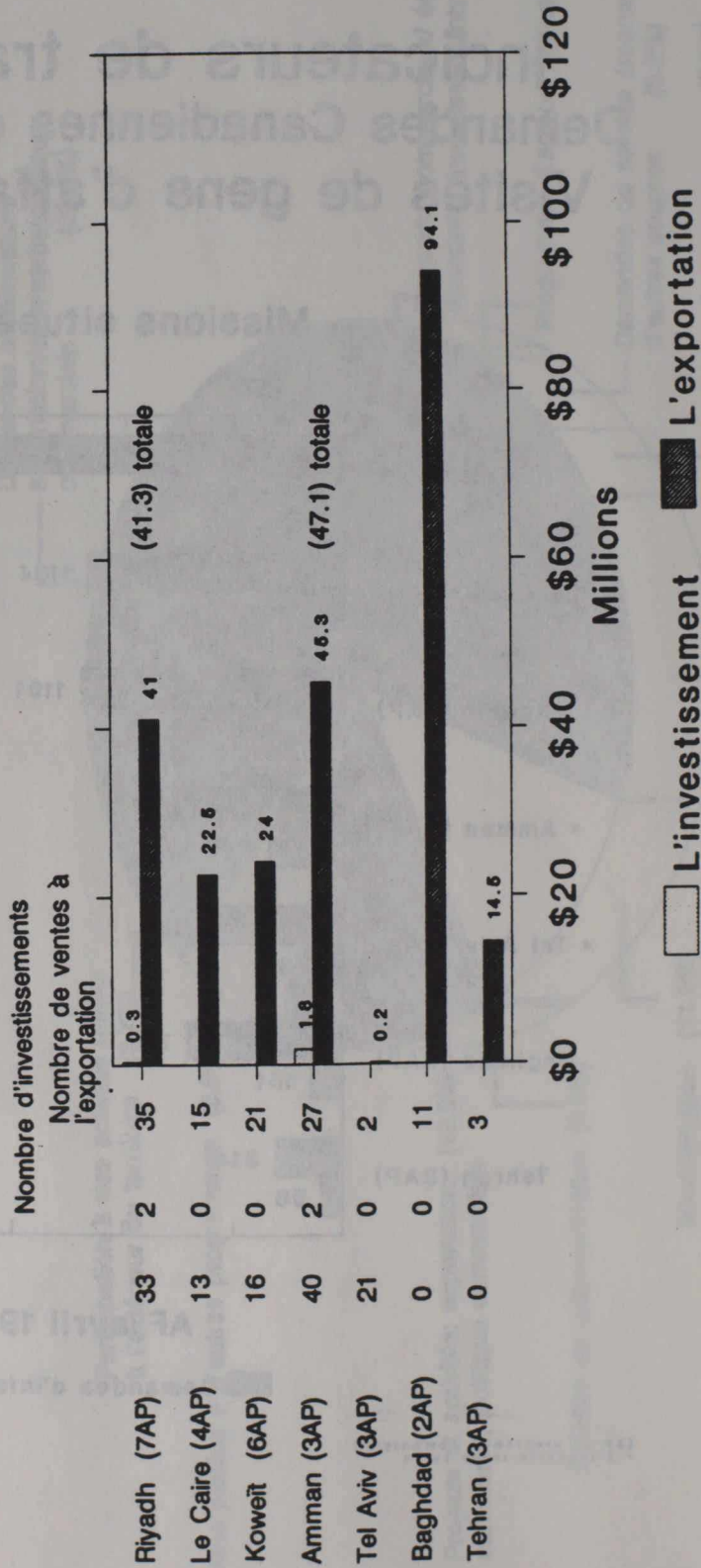
■ Demandes d'info    ▨ Visites d'affaires

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

# Activité Commerciale

## Par les missions situées au Moyen-Orient

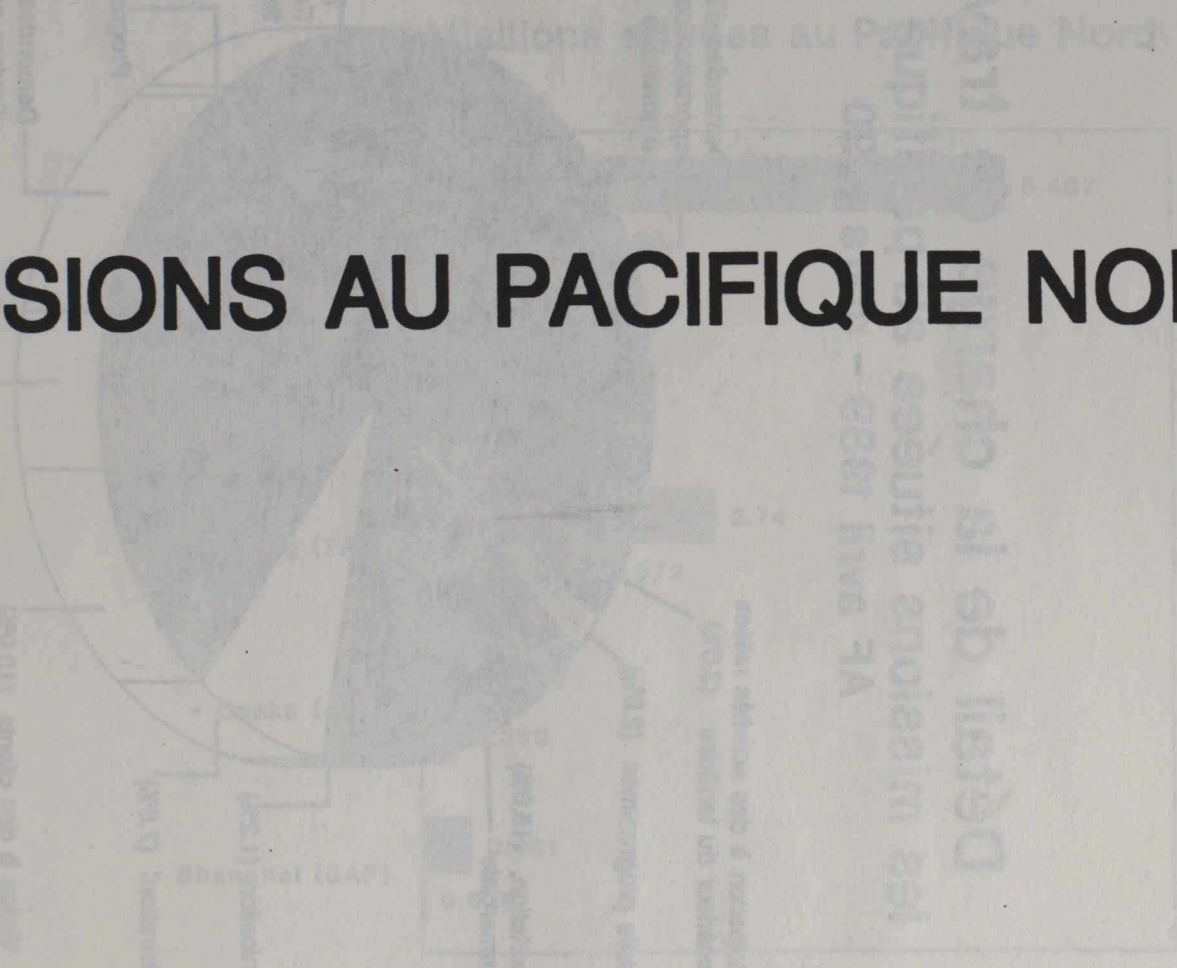
AF avril 1989 - mars 1990  
 Nouveau contacts et nombre d'agences attirées



(AP du programme commercial)

Indicateurs de travail choisis  
enquêtes Canadiennes d'info commerciale  
Visites de gens d'affaires Canadiens

# MISSIONS AU PACIFIQUE NORD

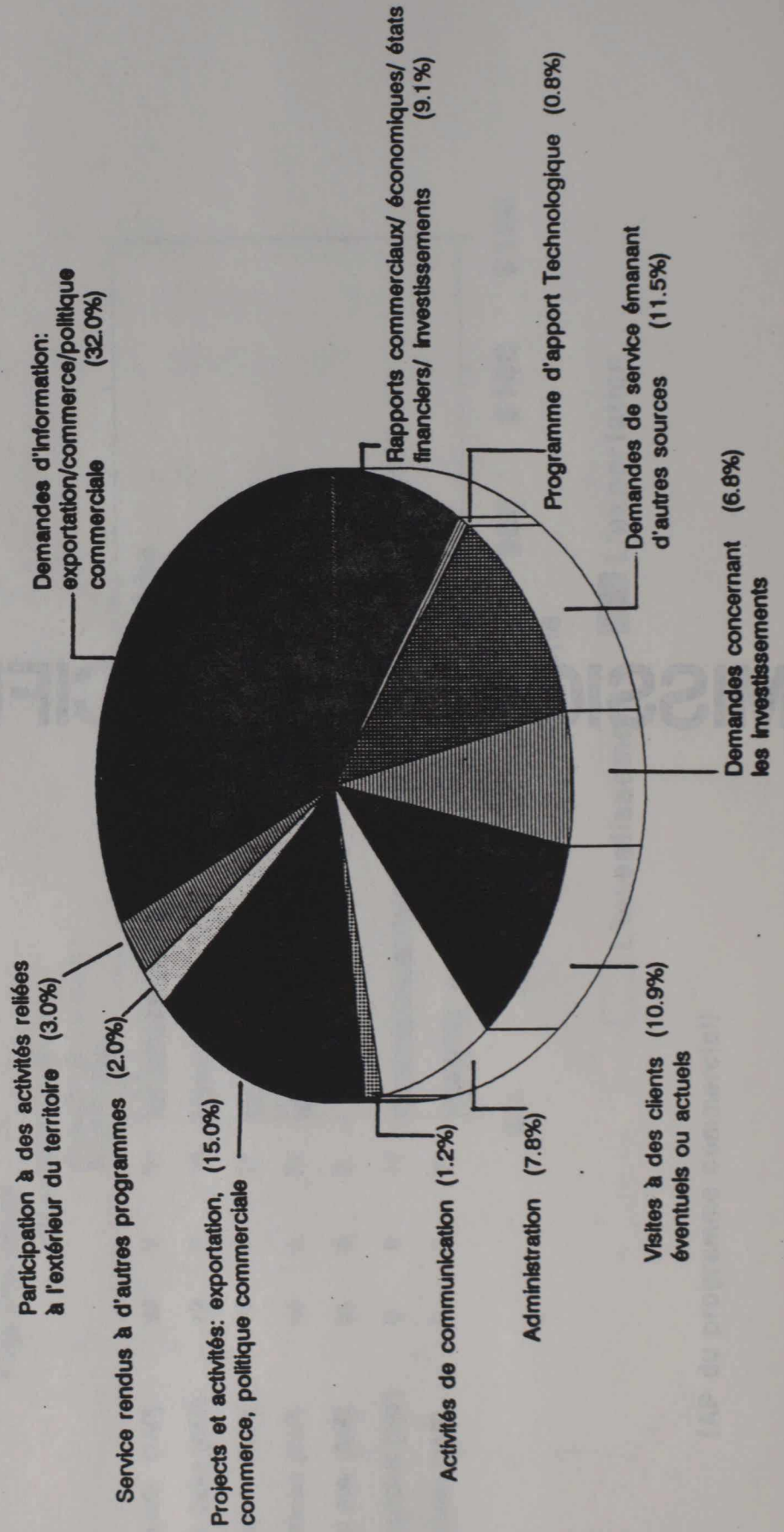


2010 - 2011  
Missions d'été

2010 - 2011  
Missions d'hiver



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

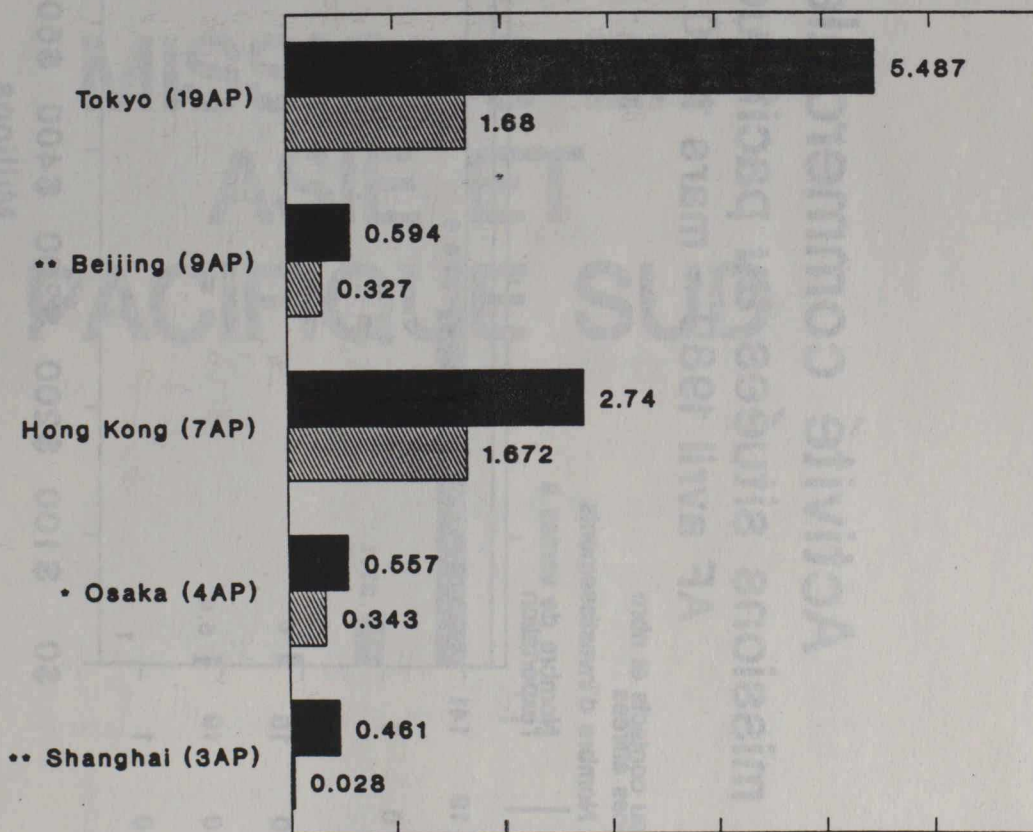


# Indicateurs de travail choisis

## Demandes Canadiennes d'info commerciale

### Visites de gens d'affaires Canadiens

#### Missions situées au Pacifique Nord



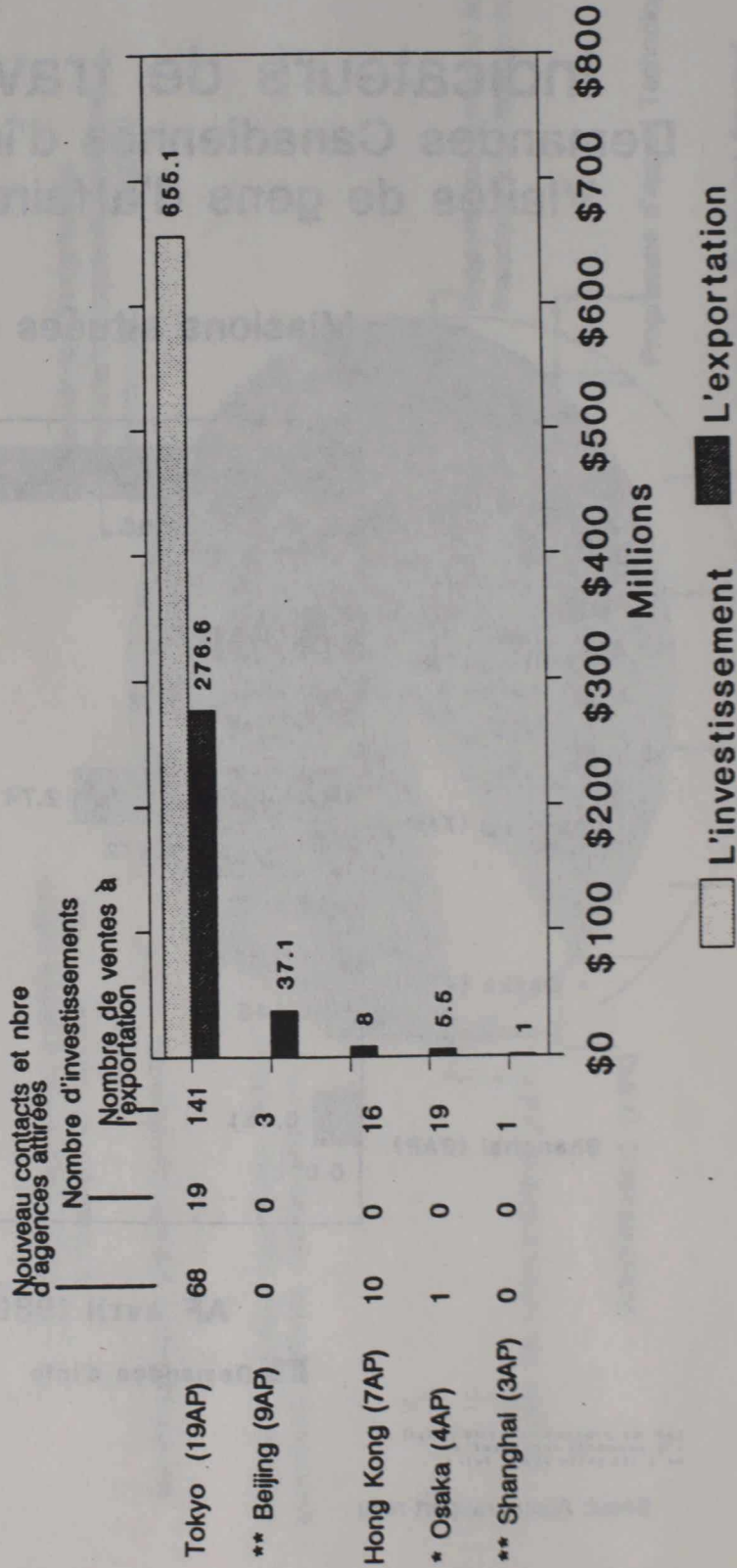
AF avril 1989 - mars 1990

■ Demands d'info    ▨ Visites d'affaires

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

Séoul: Aucun rapport reçu

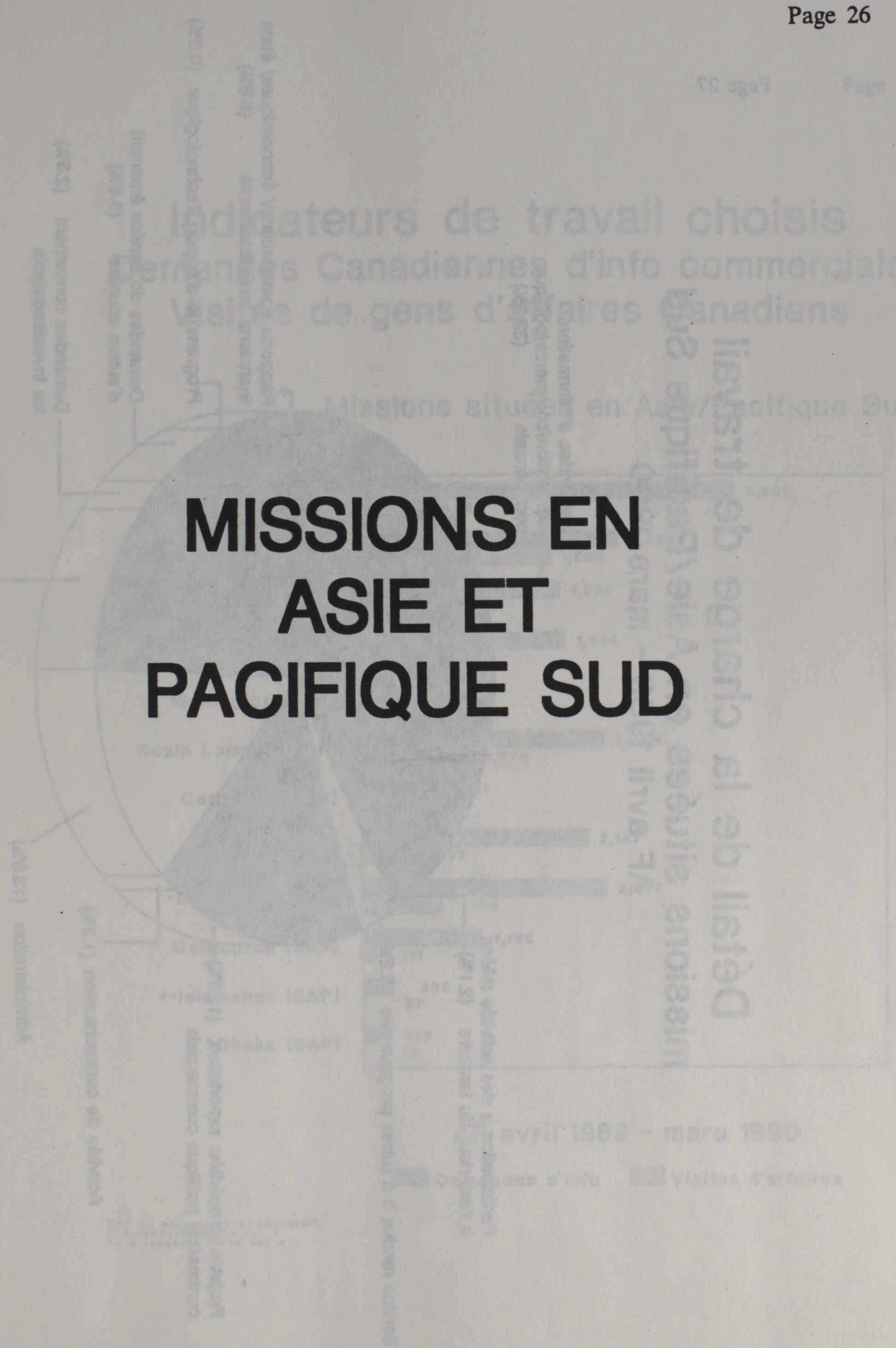
# Activité commerciale missions situées au pacifique nord AF avril 1989 - mars 1990



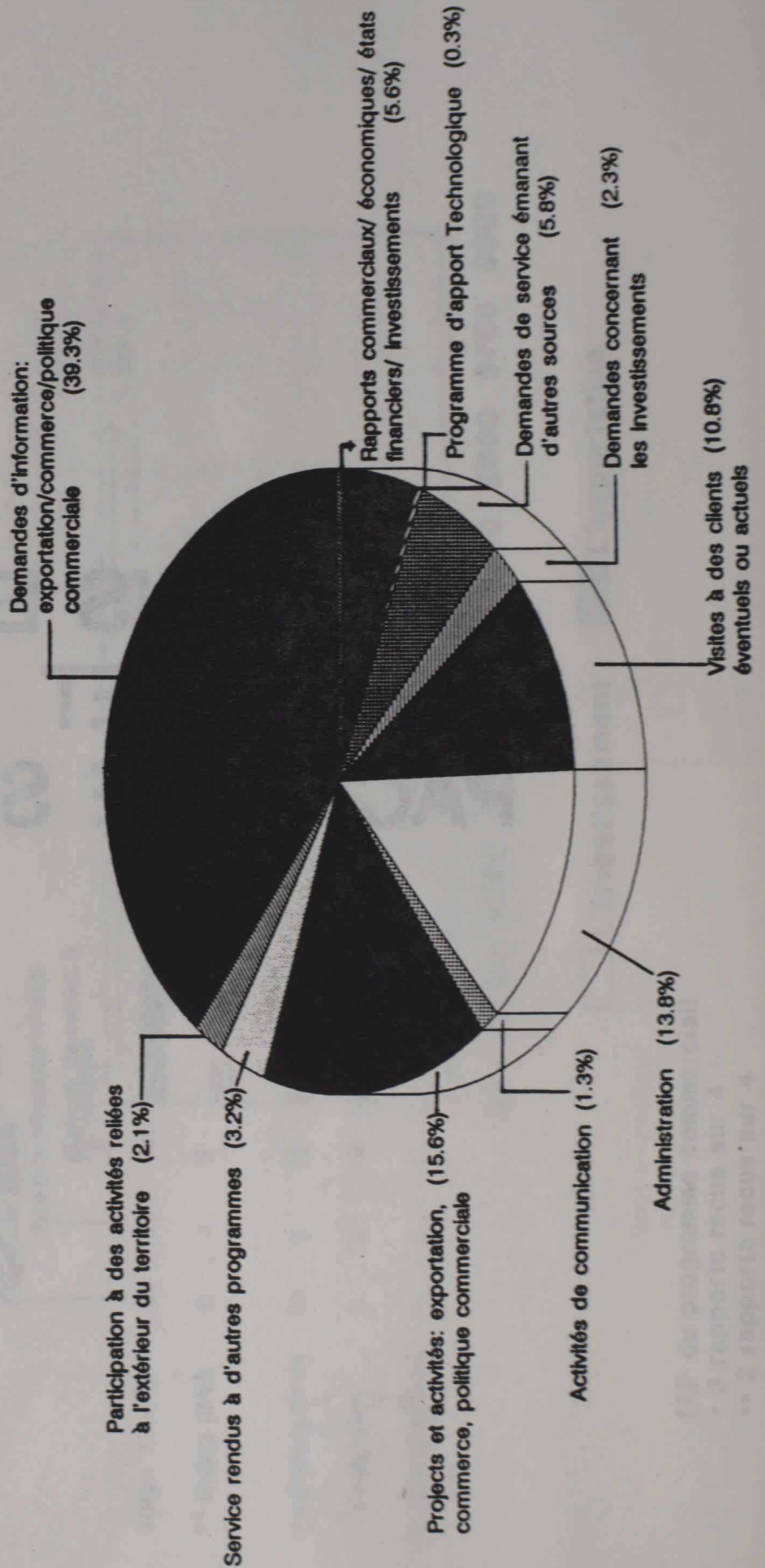
(AP du programme commercial)  
 \* 3 rapports recus sur 4  
 \*\* 2 rapports recus sur 4  
 Séout: Aucun rapport reçu



# MISSIONS EN ASIE ET PACIFIQUE SUD



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

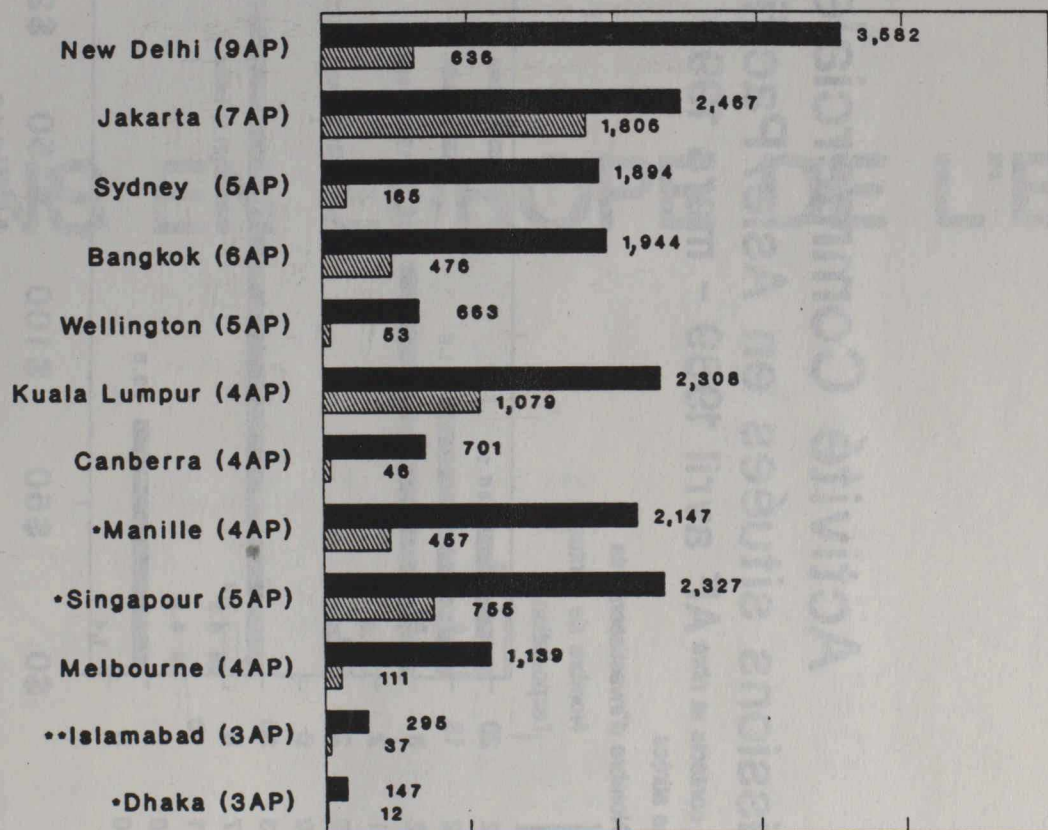


# Indicateurs de travail choisis

## Demandes Canadiennes d'info commerciale

### Visites de gens d'affaires Canadiens

#### Missions situées en Asie/Pacifique Sud



AF avril 1989 - mars 1990

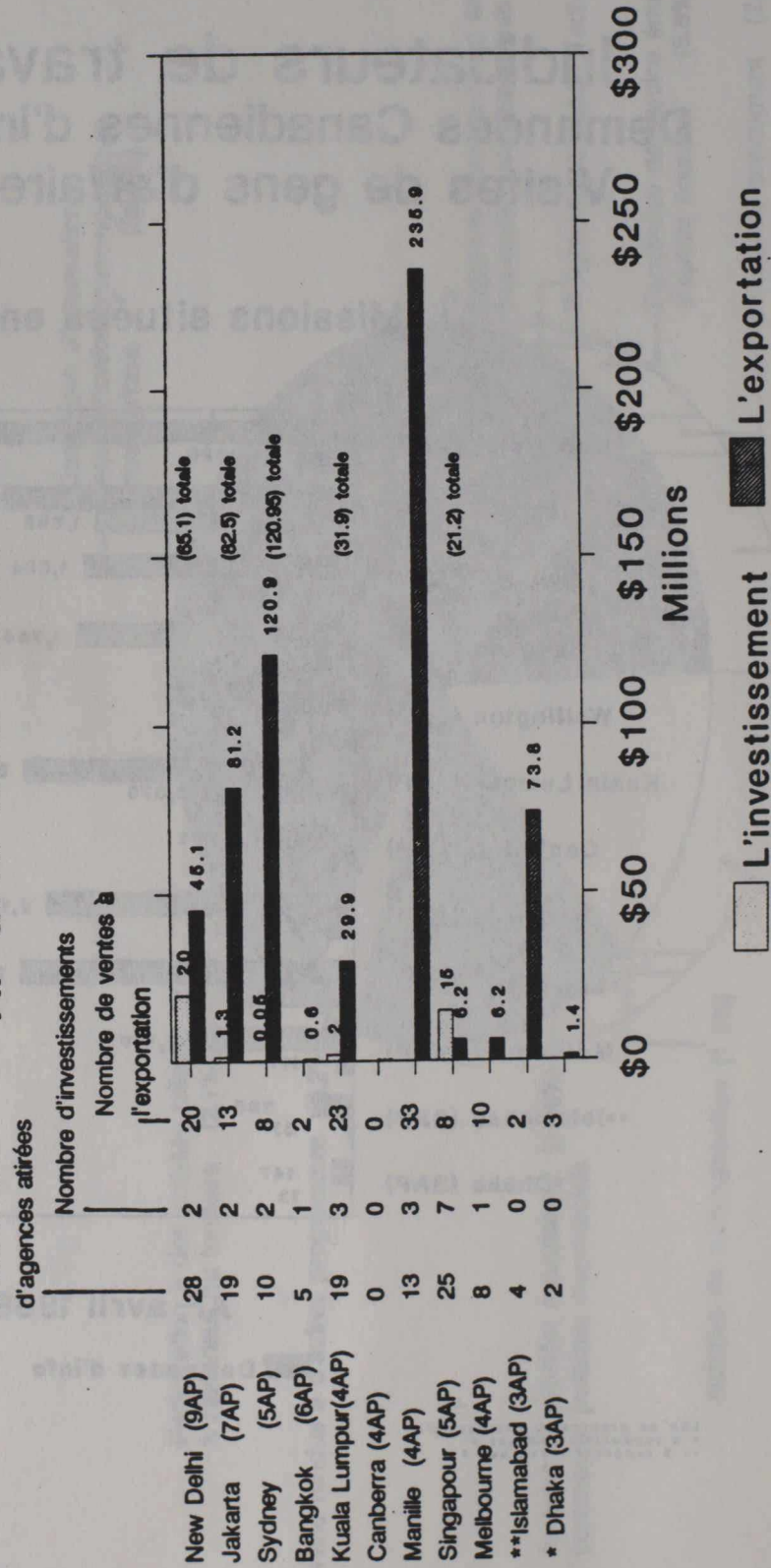
■ Demands d'info    ▨ Visites d'affaires

(AP du programme commercial)  
 \* 2 rapports reçus sur 4  
 \*\* 2 rapports reçus sur 4



# Activité Commerciale missions situées en Asie/Pacifique Sud

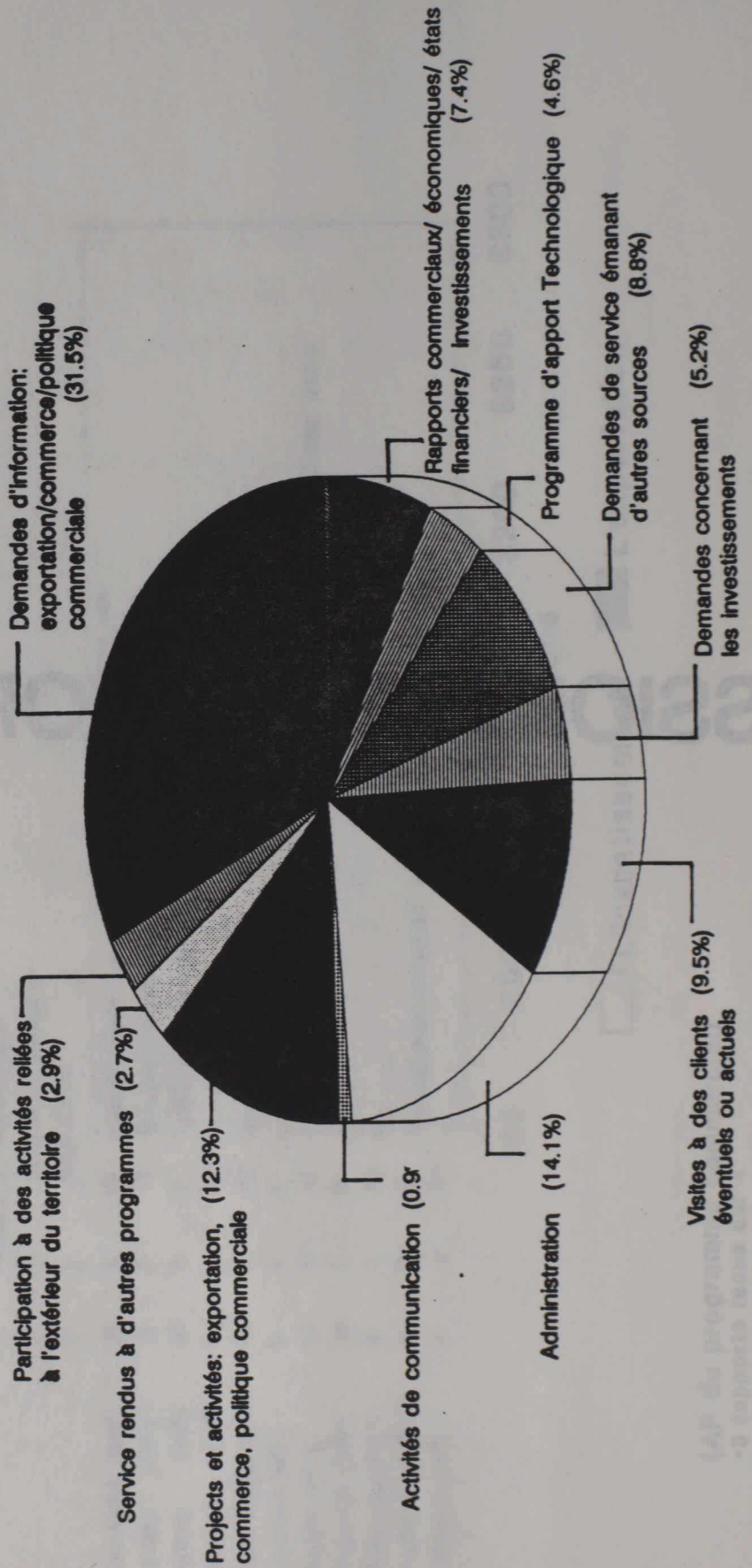
Nouveau contacts et nbre AF avril 1989 - mars 1990



(AP du programme commercial)  
 \* 3 rapports recus sur 4  
 \*\* 2 rapports recus sur 4



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



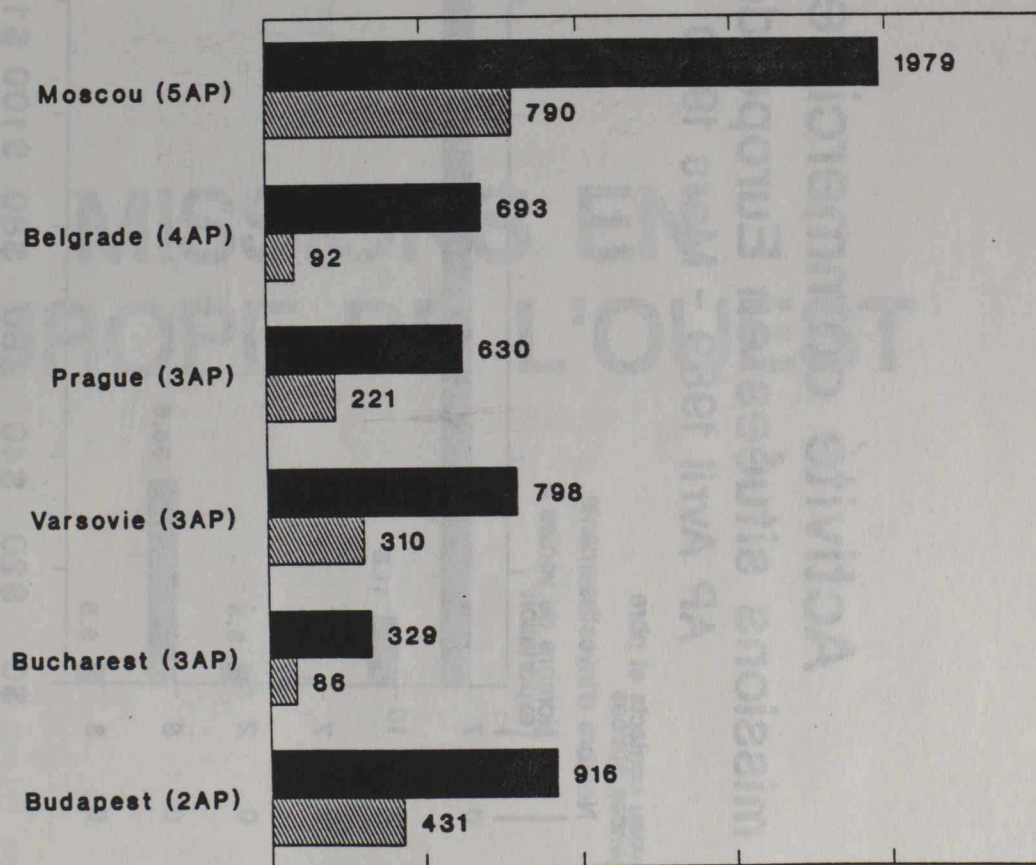


# Indicateurs de travail choisis

## Demandes Canadiennes d'info commerciale

### Visites de gens d'affaires Canadiens

#### Missions situées en Europe de l'Est

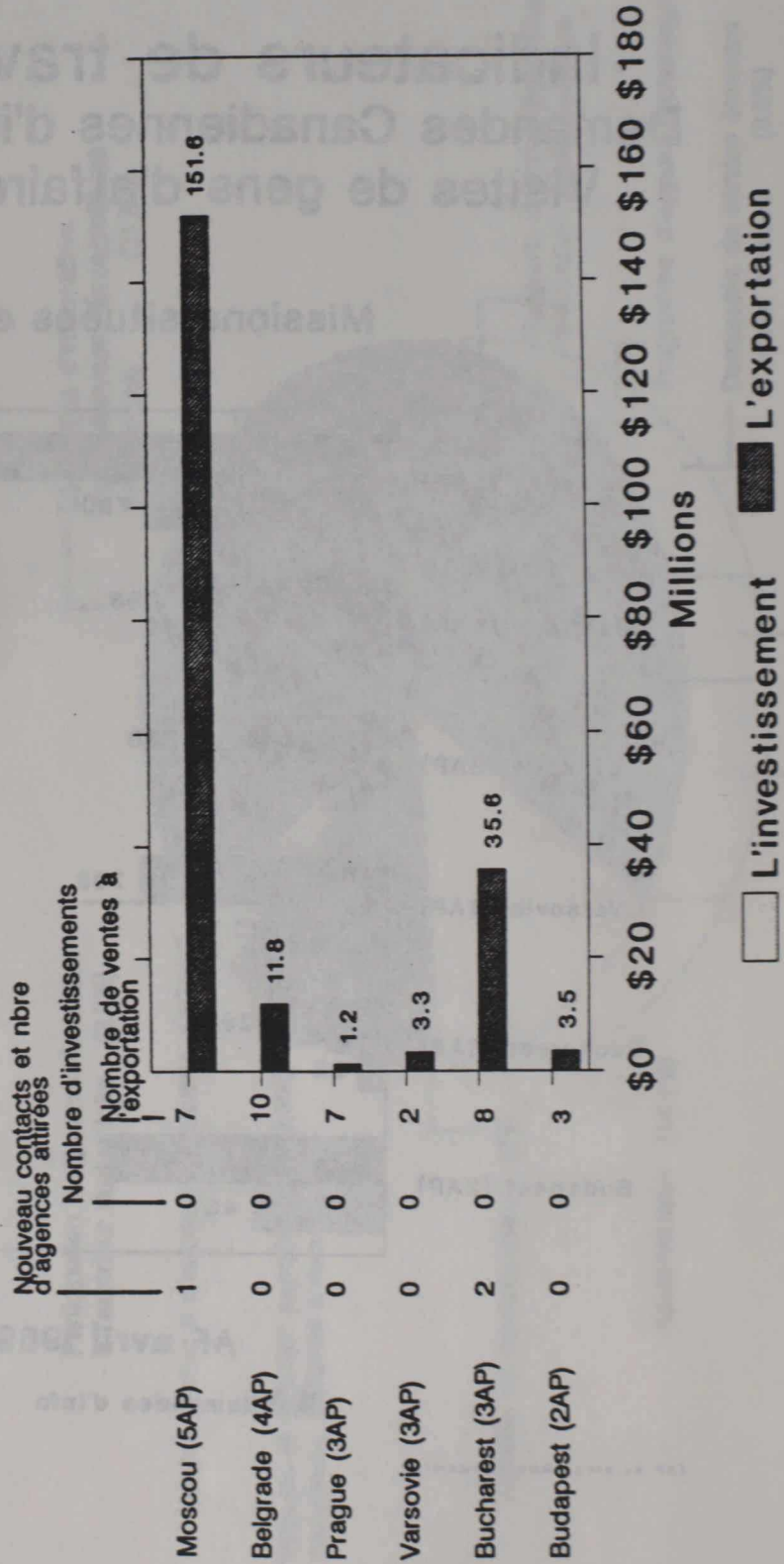


AF avril 1989 - mars 1990

■ Demandes d'info    ▨ Visites d'affaires

(AP du programme commercial)

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



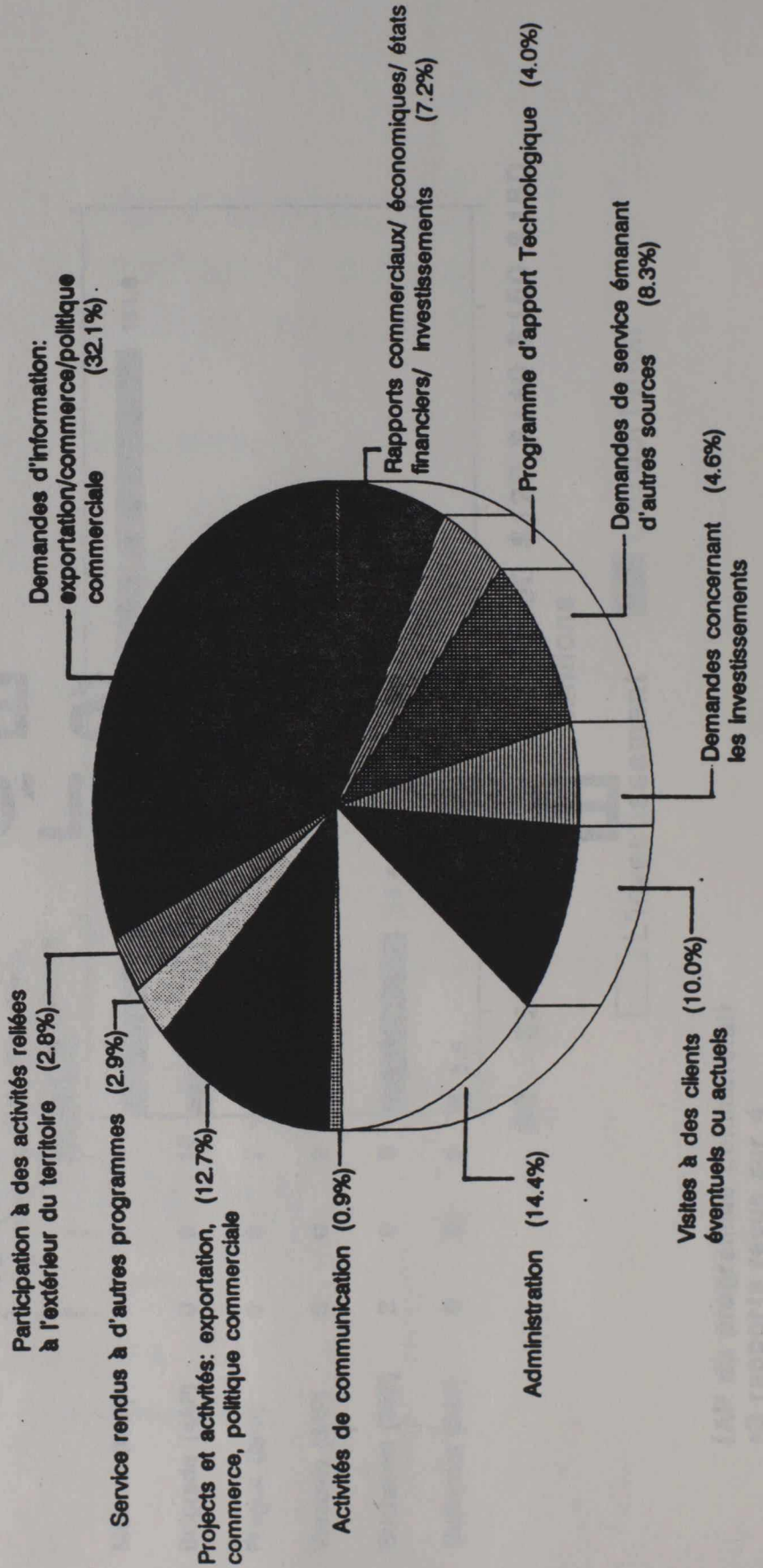
(AP du programme commercial)  
• 3 rapports recus sur 4

# MISSIONS EN EUROPE DE L'OUEST





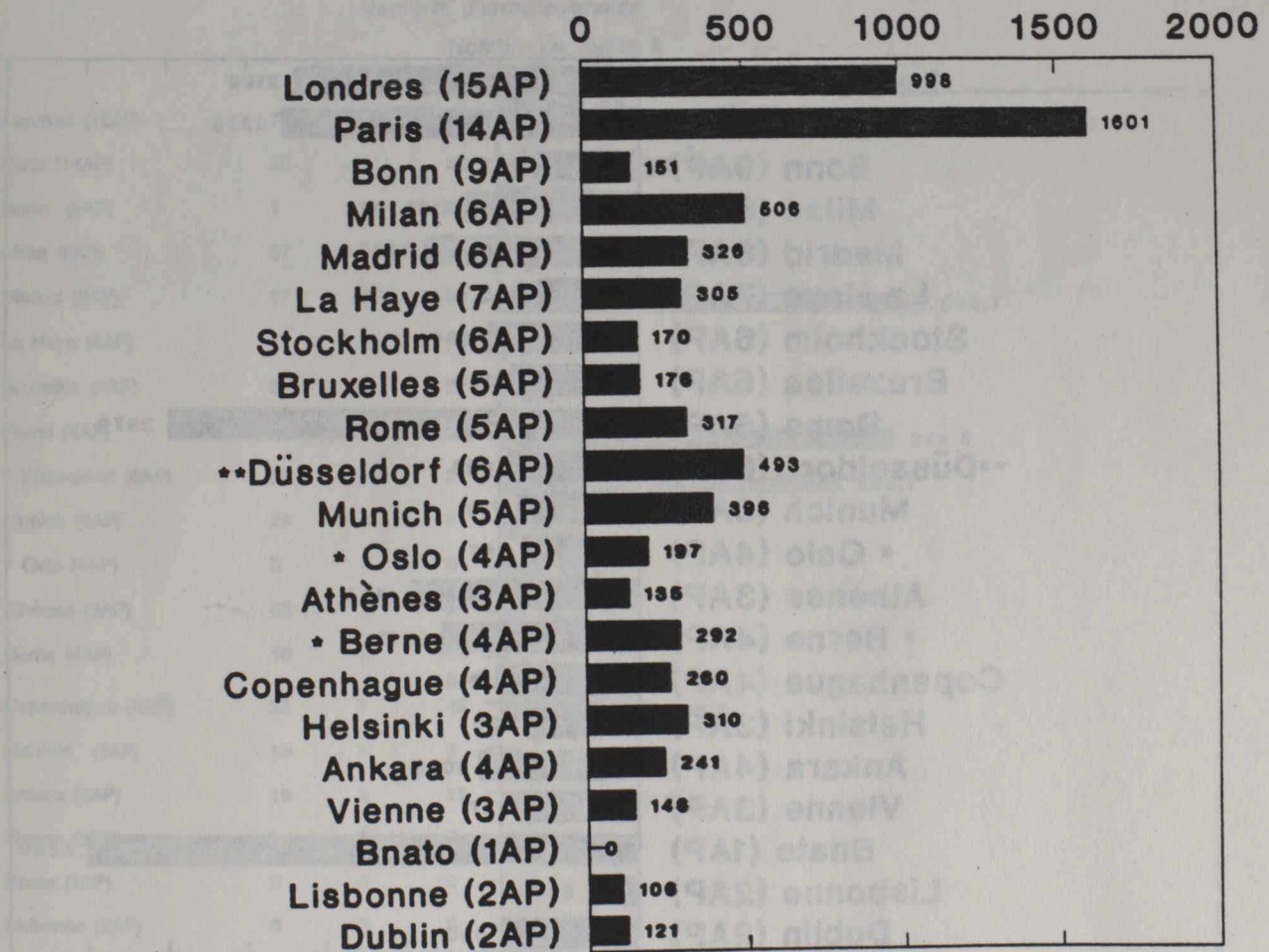
# Détail de la charge de travail missions situées en Europe de l'Ouest AF avril 1989 - mars 1990



# Indicateurs de travail choisis

## Visites de gens d'affaires Canadiens

Missions situées en Europe de l'Ouest



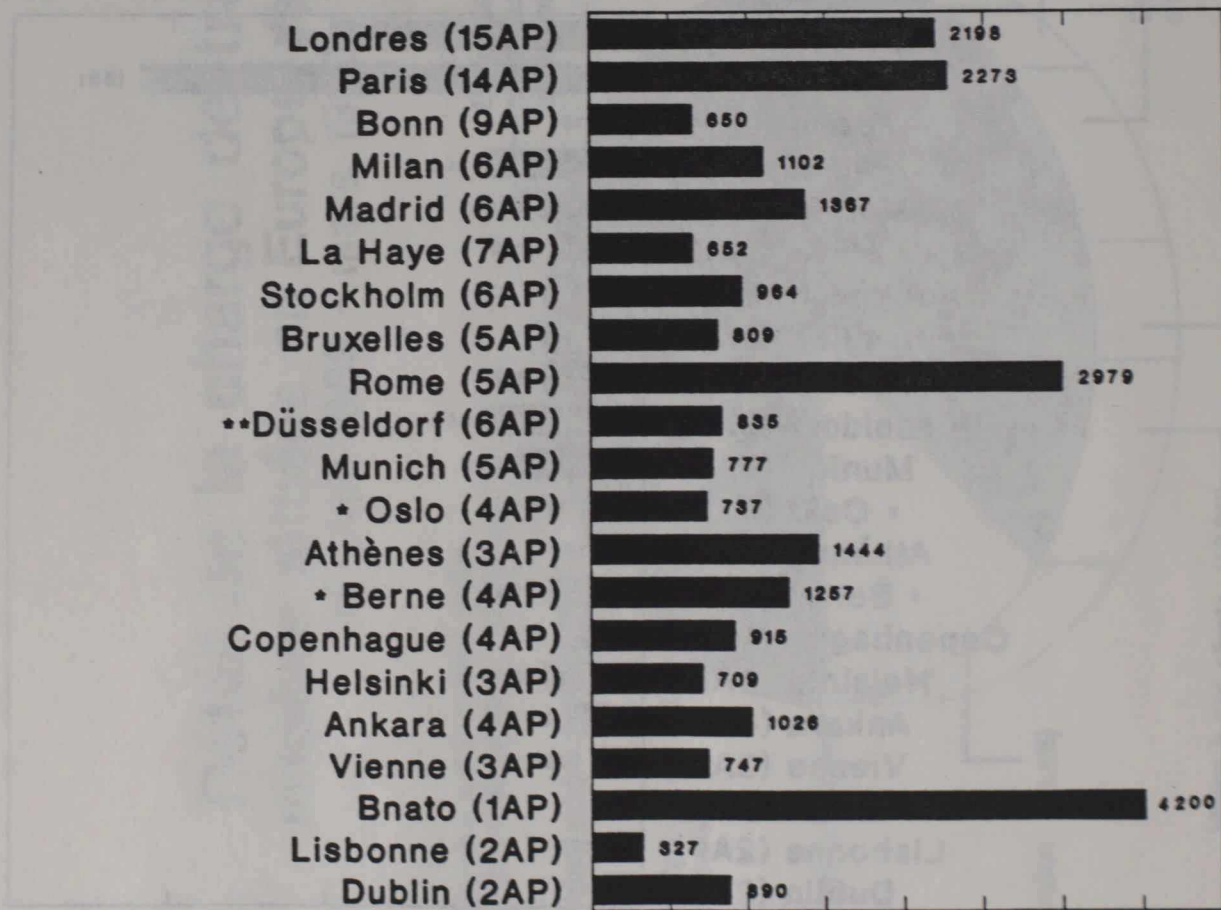
AF. avril 1989 - mars 1990

(AP du programme commercial)  
• 3 rapports recus sur 4

# Indicateurs de travail choisis

## Demandes canadiennes d'info. commerciale

### Missions situées en Europe de l'Ouest



AF avril 1989 - mars 1990

(AP du programme commercial)  
• 3 rapports recus sur 4



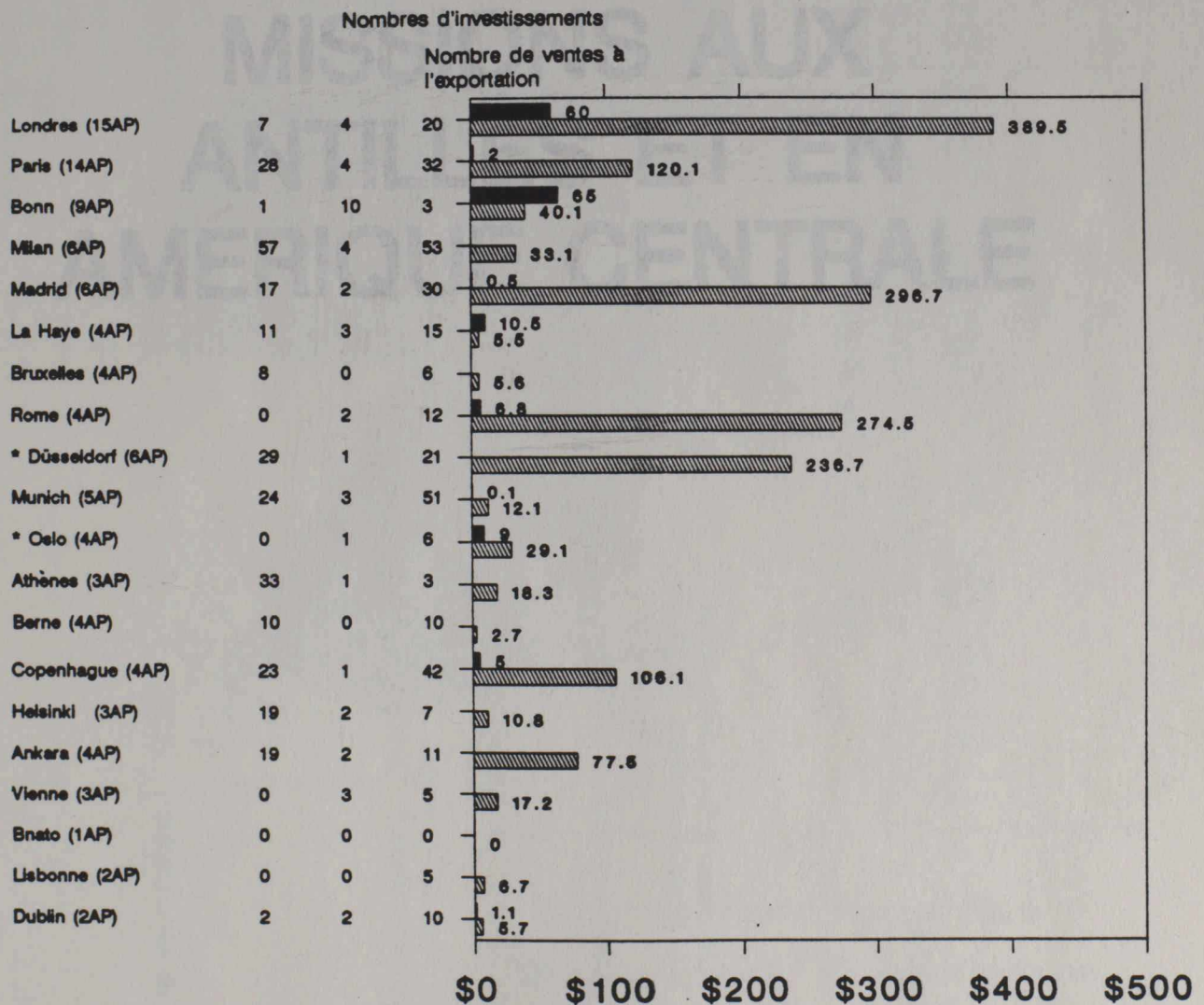
# Activité commerciale

## missions situées en Europe de l'Ouest

### AF avril 1989 - mars 1990

Nouveau contacts et nbre  
d'agences attirées

Millions



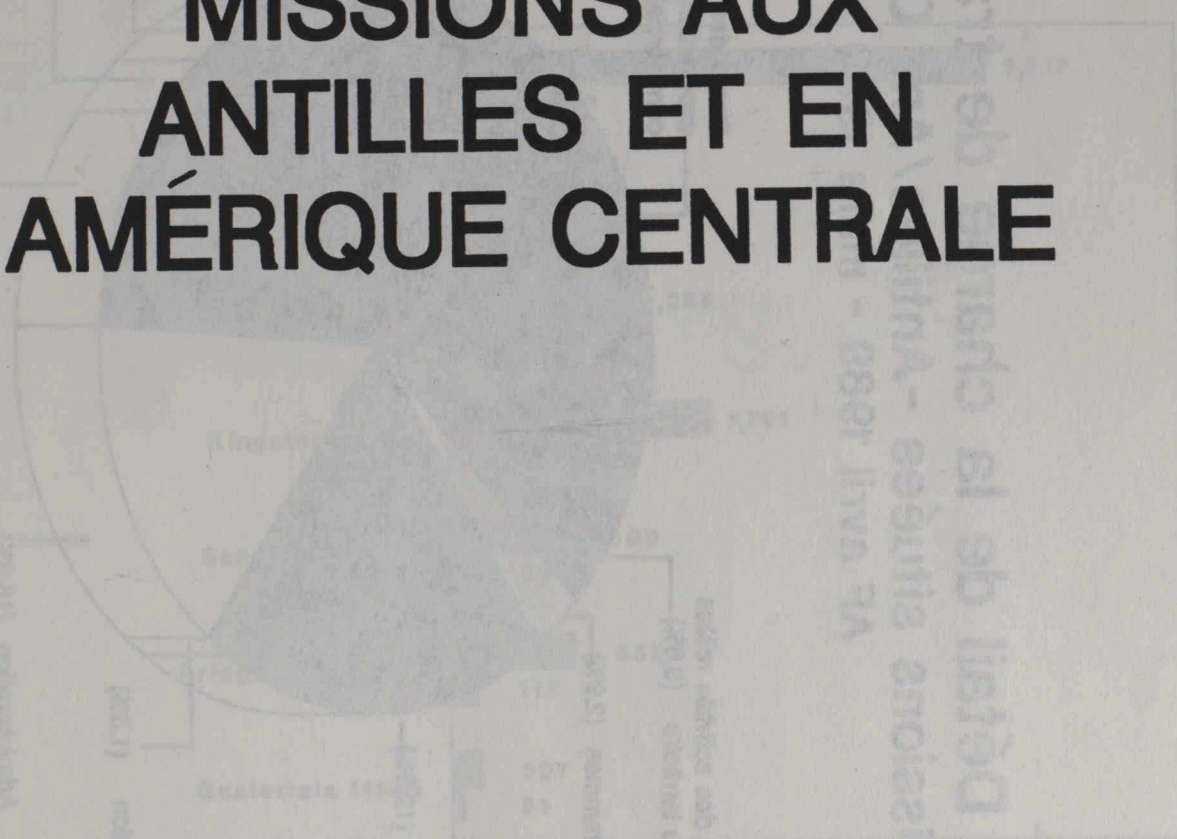
(AP du programme commercial)  
\*3 rapports recus sur 4

Valeur reliée

▨ à l'exportation    ■ à l'investissement



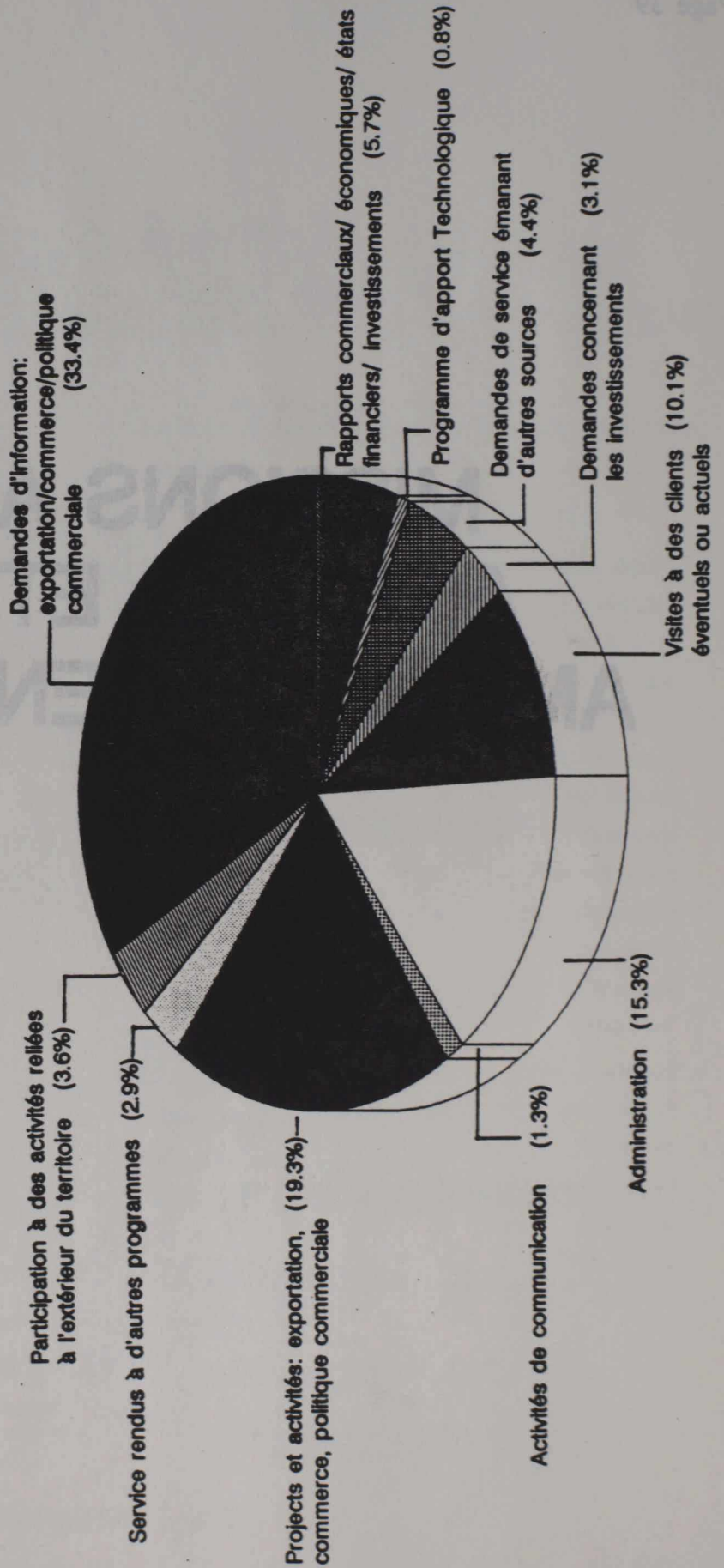
# MISSIONS AUX ANTILLES ET EN AMÉRIQUE CENTRALE



1850 - 1860  
1860 - 1870  
1870 - 1880  
1880 - 1890  
1890 - 1900



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

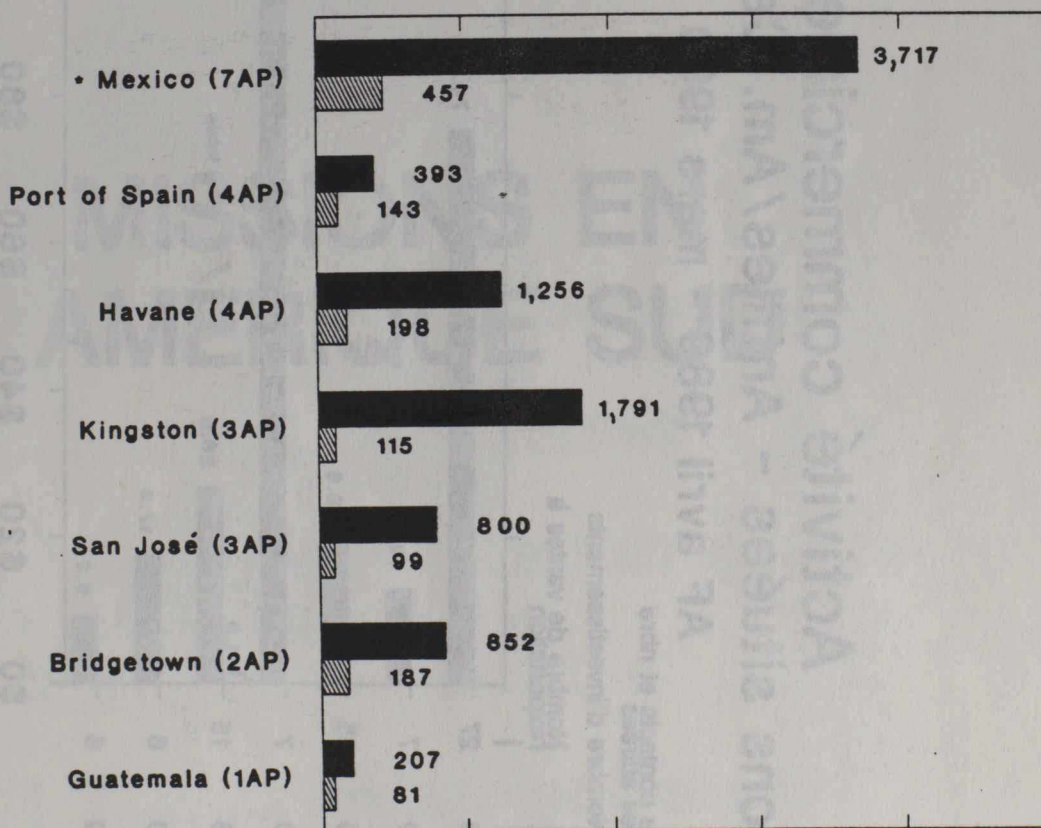


# Indicateurs de travail choisis

## Demandes Canadiennes d'info commerciale

### Visites de gens d'affaires Canadiens

#### Missions situees Antilles/ Am. Centrale



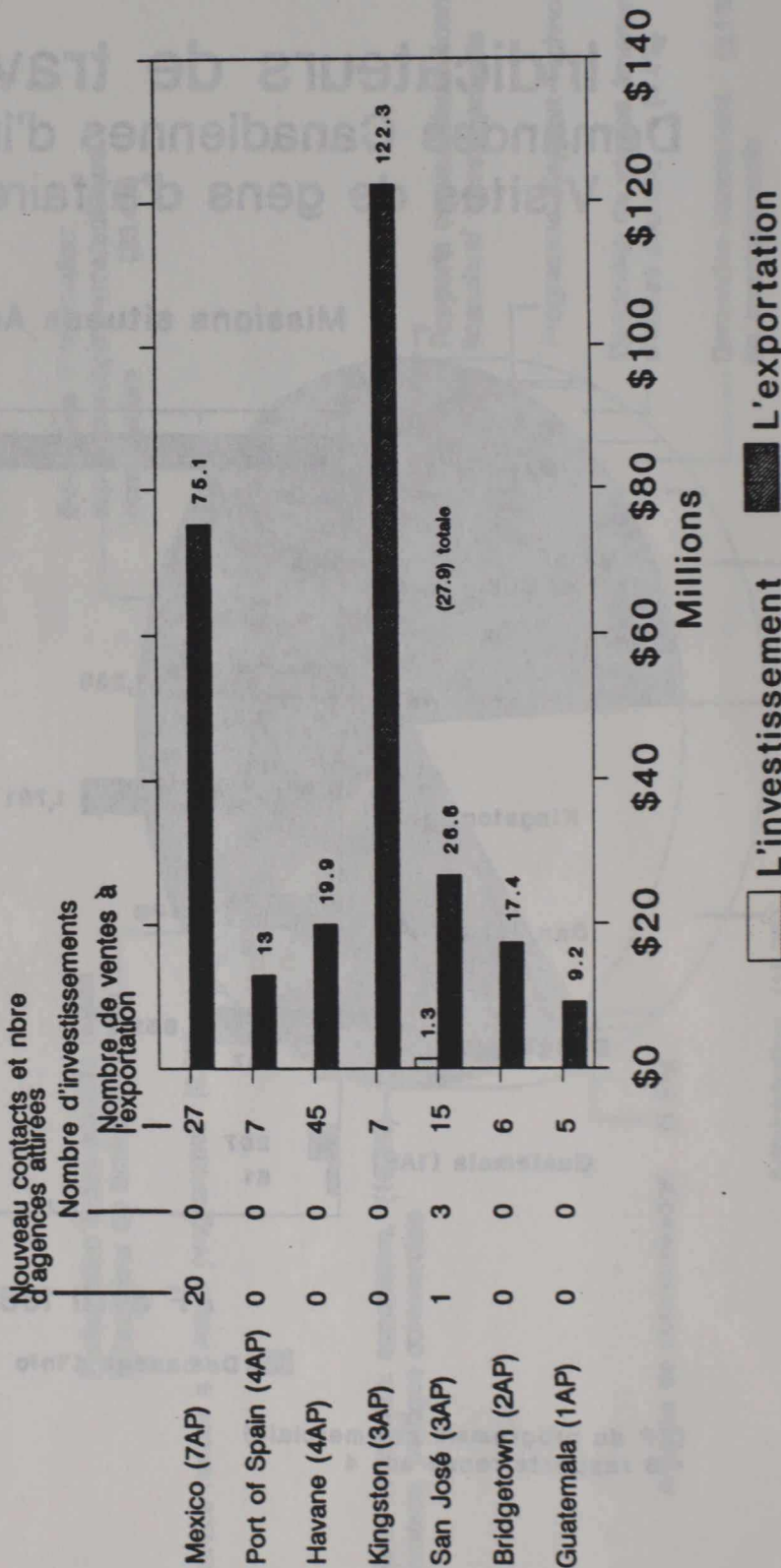
AF avril 1989 - mars 1990

■ Demandes d'info    ▨ Visites d'affaires

(AP du programme commerciale)  
• 3 rapports recus sur 4

# Activité commerciale missions situées - Antilles/Am. Centrale

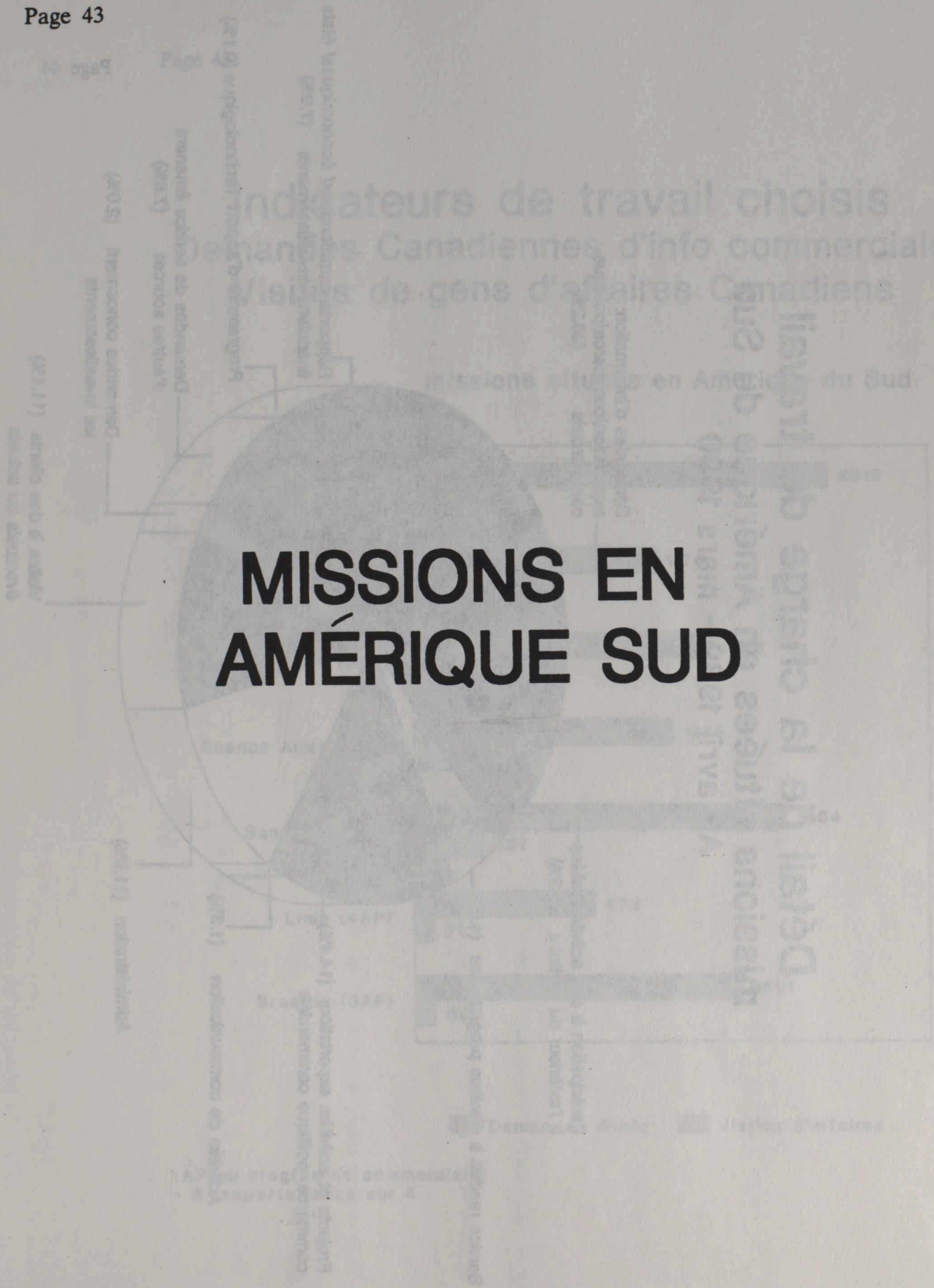
AF avril 1989 - mars 1990



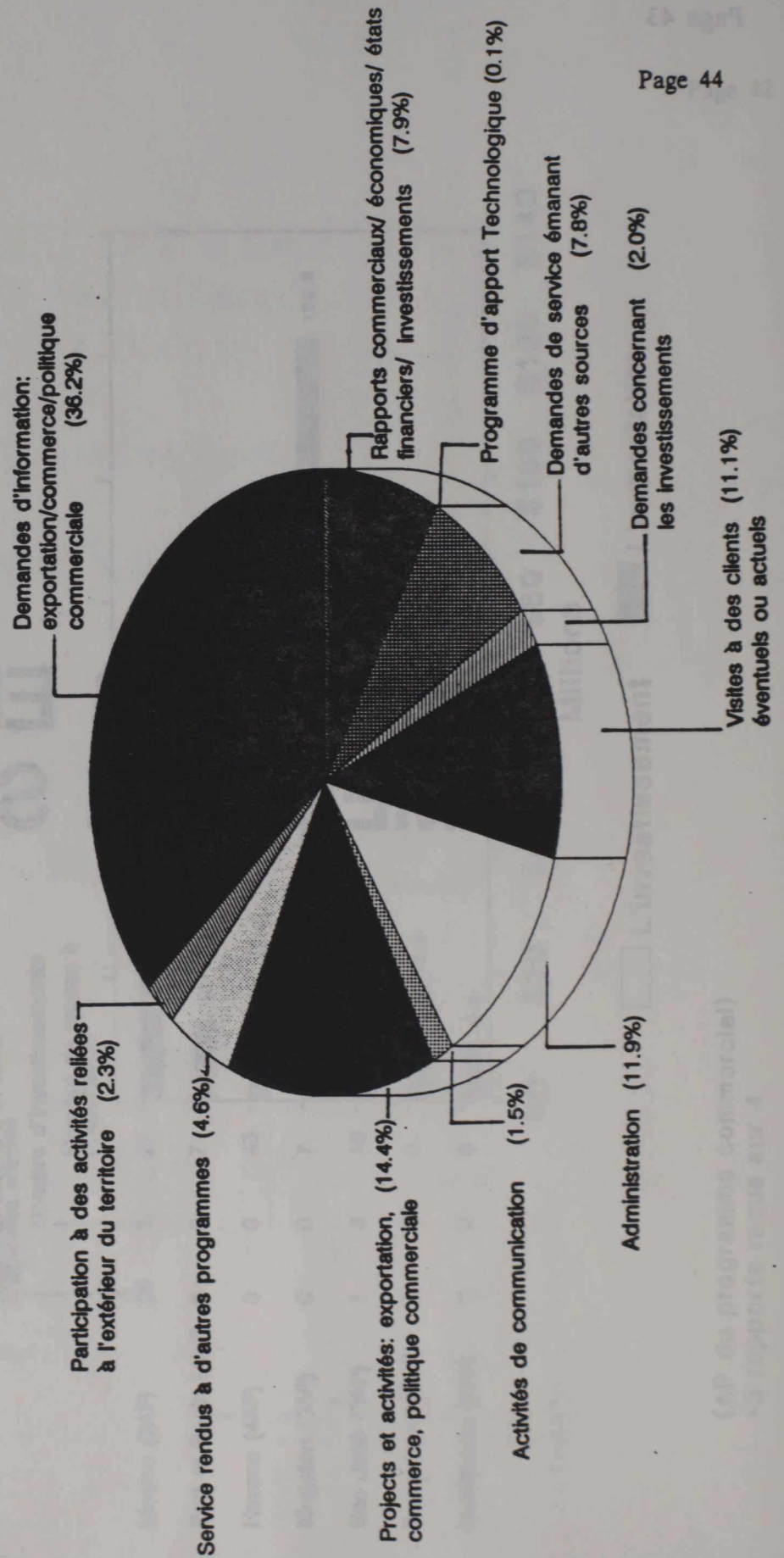
(AP du programme commercial)  
•3 rapports recus sur 4



# MISSIONS EN AMÉRIQUE SUD



# Détail de la charge de travail missions situées en Amérique du Sud AF avril 1989 - mars 1990

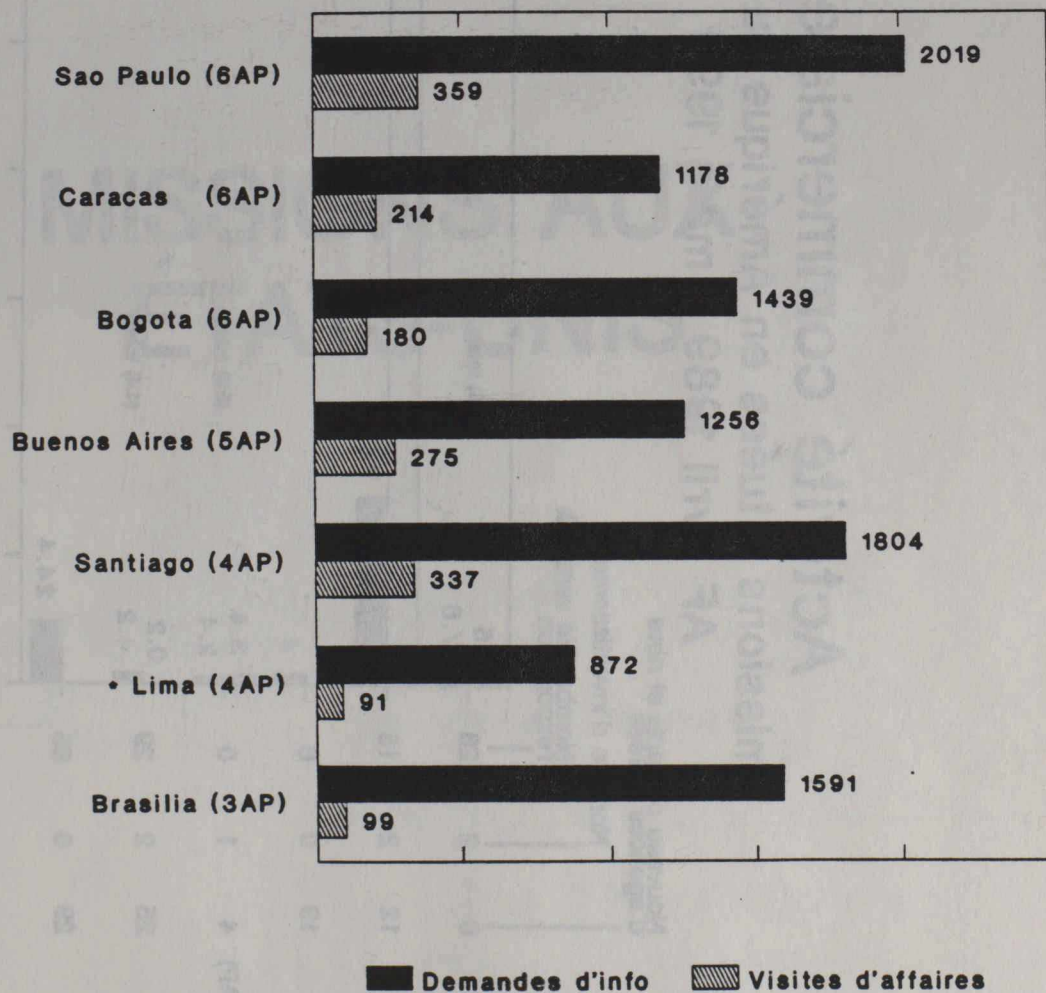


# Indicateurs de travail choisis

## Demandes Canadiennes d'info commerciale

### Visites de gens d'affaires Canadiens

missions situées en Amerique du Sud



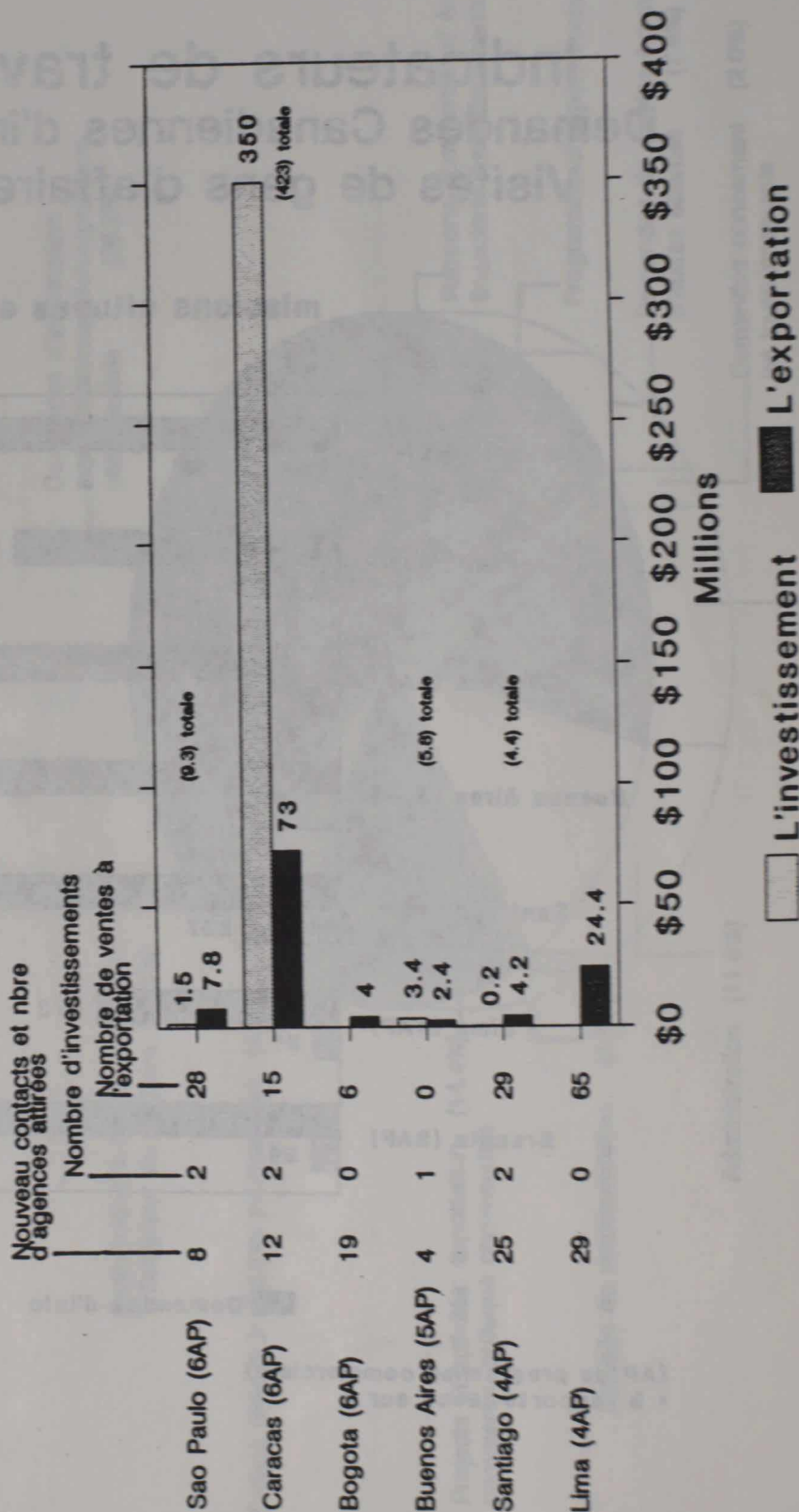
(AP du programme commerciale)  
• 3 rapports recus sur 4



# Activité commerciale

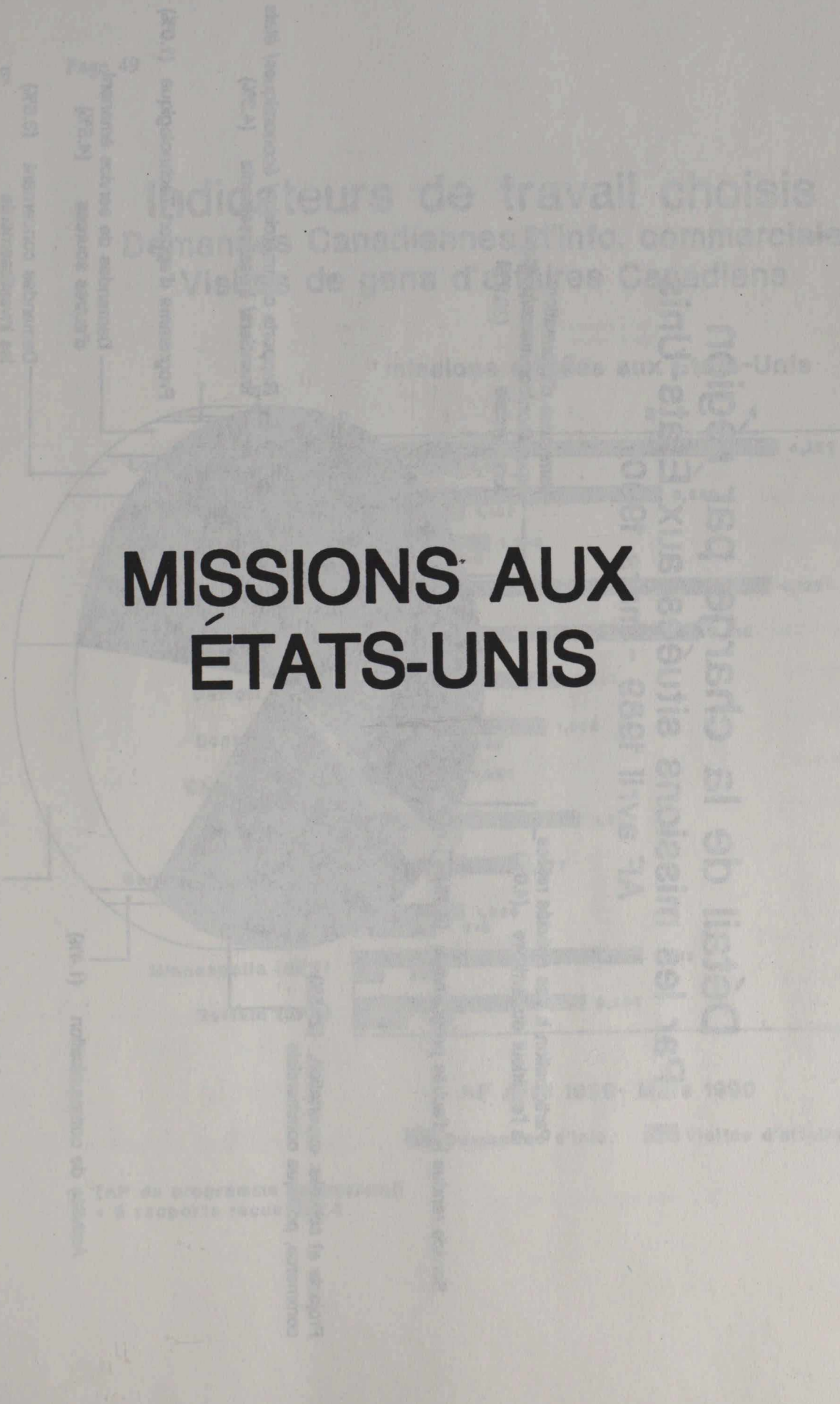
## missions situées en Amérique du Sud

### AF avril 1989 - mars 1990



(AP du programme commercial)

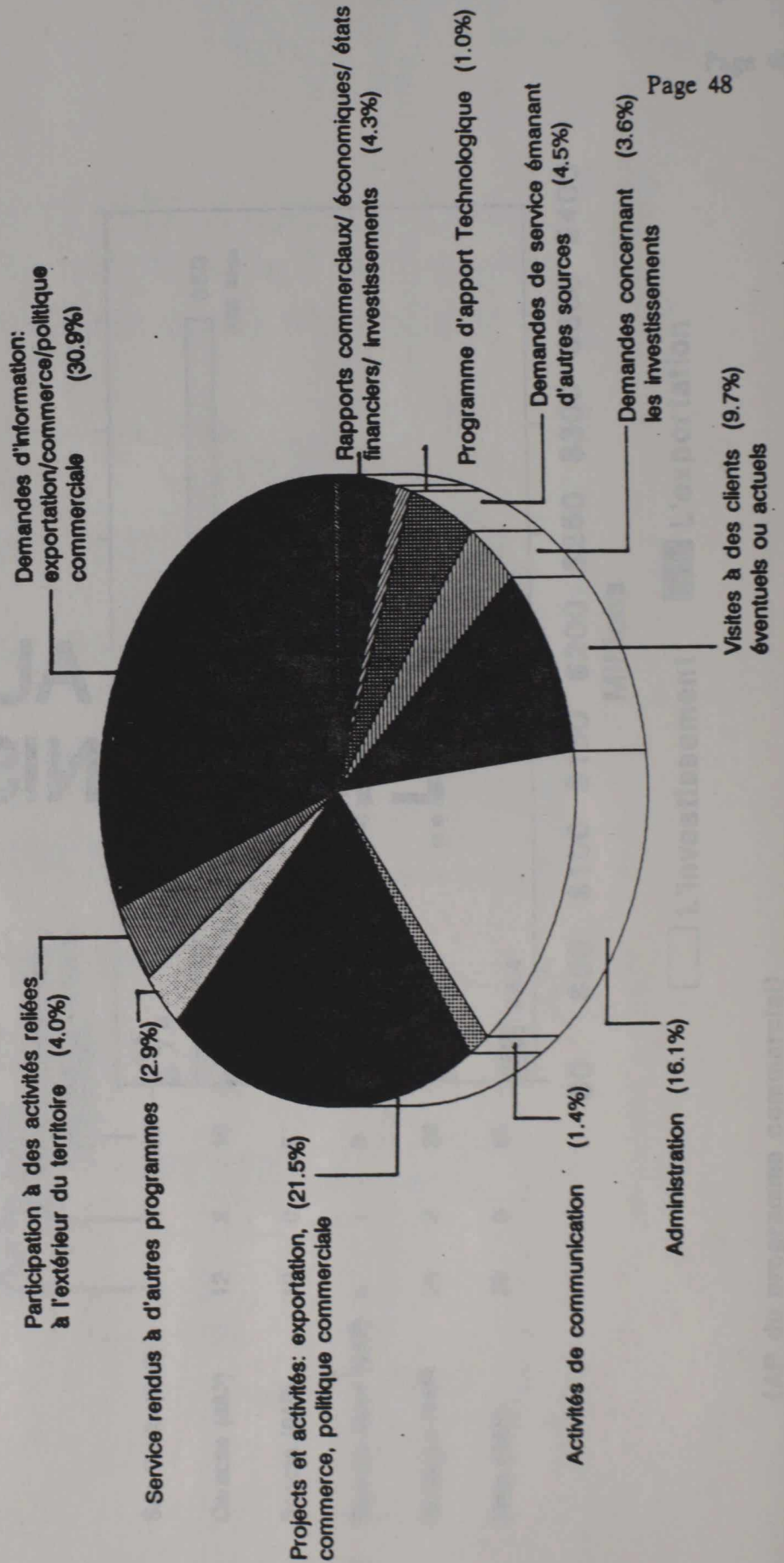
# MISSIONS AUX ÉTATS-UNIS



# Détail de la charge par région

## Par les missions situées aux États-Unis

AF avril 1989 - mars 1990



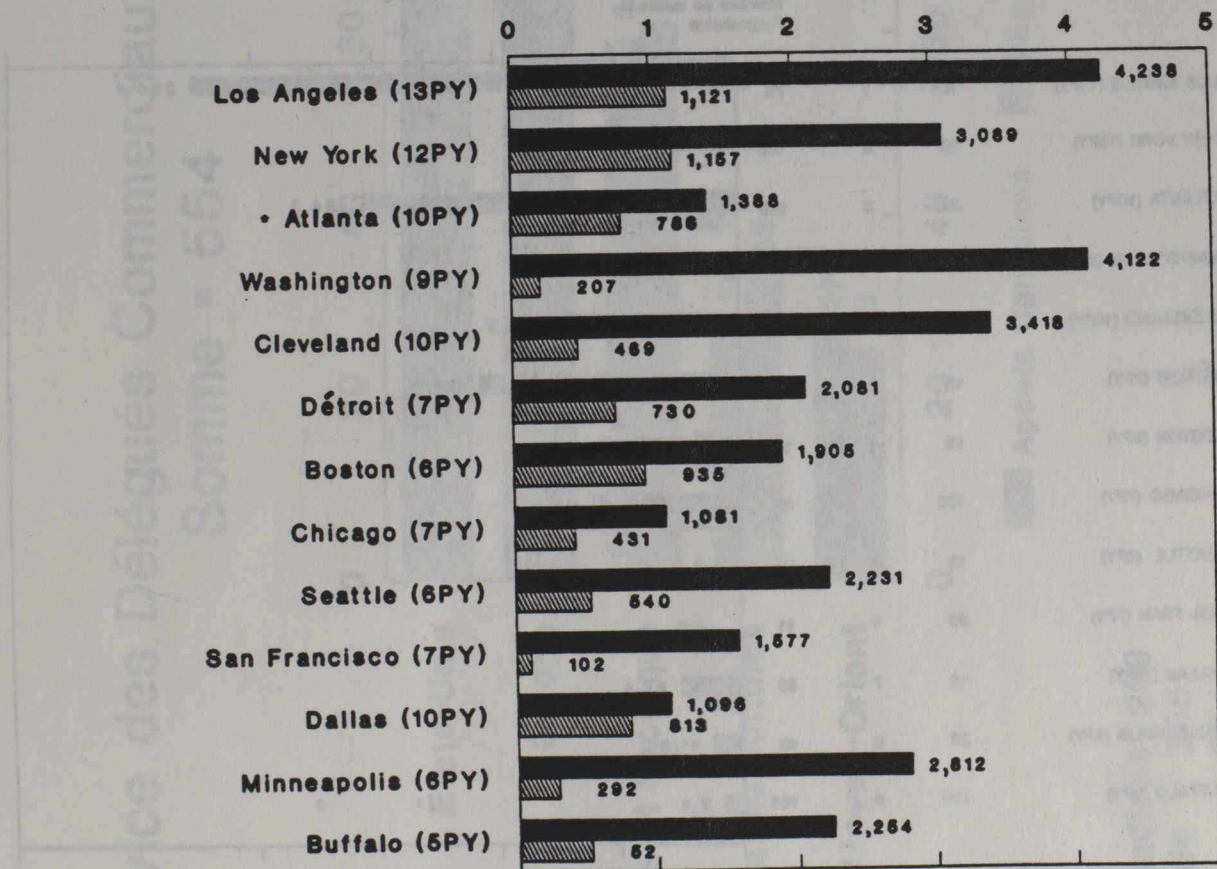


# Indicateurs de travail choisis

## Demandes Canadiennes d'info. commerciale

### Visites de gens d'affaires Canadiens

missions situées aux États-Unis

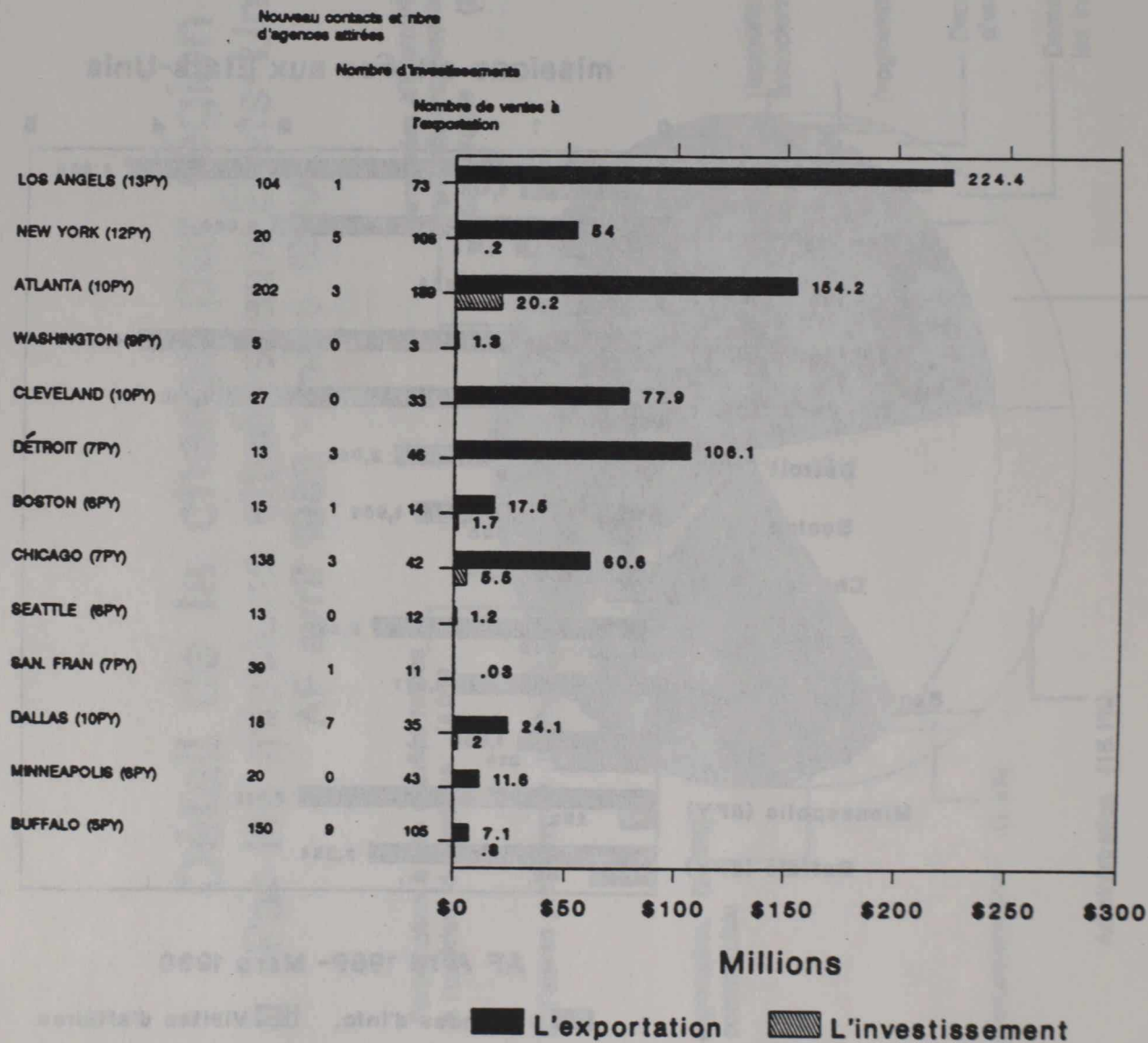


AF Avril 1989- Mars 1990

■ Demandes d'info.    ▨ Visites d'affaires

(AP du programme commercial)  
• 3 rapports recus sur 4

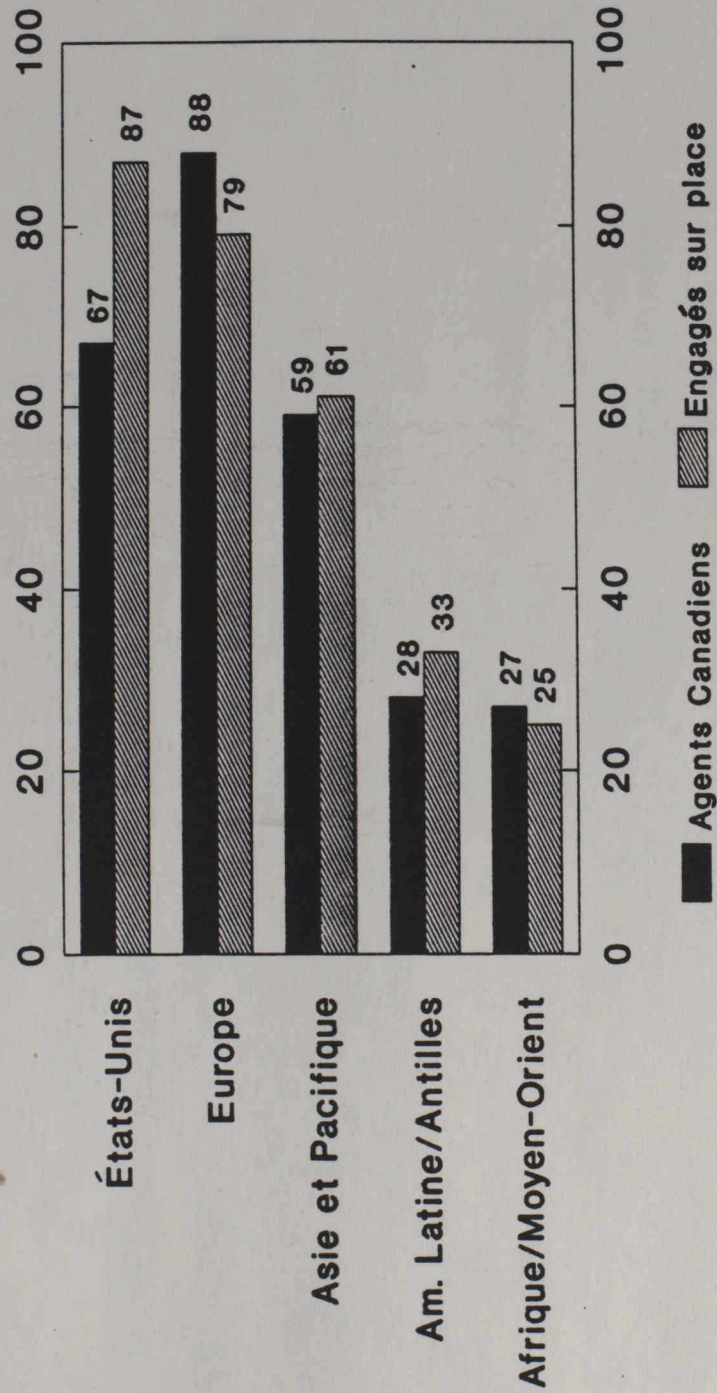
# Activité commerciale missions situées aux États-Unis AF avril 1989 - mars 1990



(AP du programme commercial)

# Service des Délégués Commerciaux 1989-90

Somme = 554



Agents Canadiens 269  
Agents locale 285  
Somme 554



