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INTERNATIONAL

TRADE

BUSINESS PLAN

AN INTEGRATED PLAN FOR TRADE,
INVESTMENT AND TECHNOLOGY PROMOTION
AND DEVELOPMENT

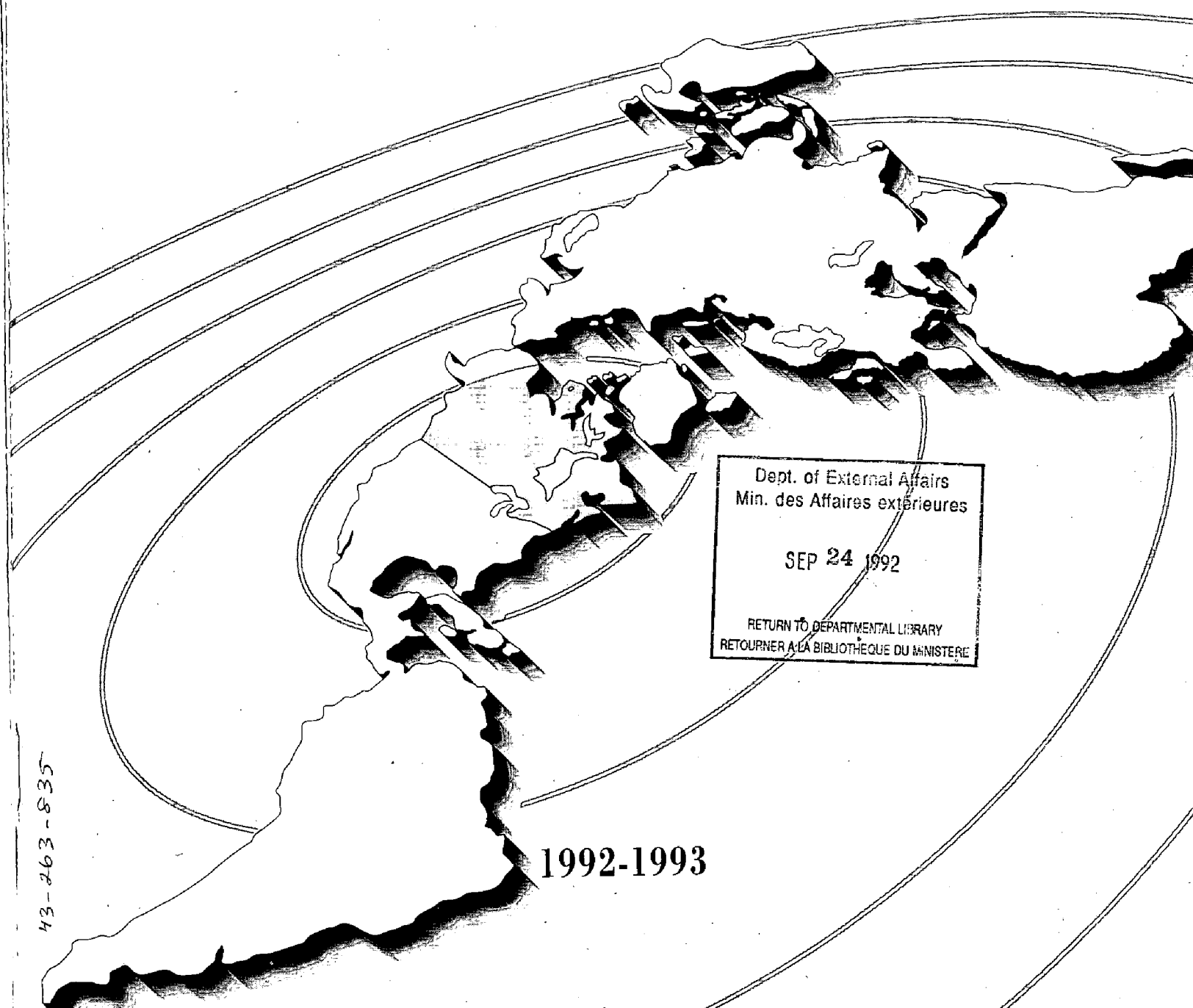


INTERNATIONAL

TRADE

BUSINESS PLAN

**AN INTEGRATED PLAN FOR TRADE,
INVESTMENT AND TECHNOLOGY PROMOTION
AND DEVELOPMENT**



Dept. of External Affairs
Min. des Affaires extérieures

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MINISTER'S MESSAGE

The global market is an increasingly demanding place. Canada's future prosperity depends on our collective ability to compete at home and abroad. One third of Canadian jobs depend on trade. We cannot ignore the changes that surge through the world economy, but we must find ways to manage and take hold of the opportunities that present themselves.

The government wants to create conditions that are favourable to a more competitive and prosperous economy. To this end, Canada continues to seek a successful Multilateral Trade Negotiation (MTN) agreement at the General Agreement on Tariffs and Trade (GATT) negotiations and stronger economic ties with the Pacific Rim, and to seize the opportunities secured by the Free Trade Agreement (FTA) and a negotiated North American Free Trade Agreement (NAFTA).

The International Trade Business Plan is an element of our overall trade agenda to make Canada more internationally competitive. The larger Prosperity agenda, of which trade is a part, emphasizes not only that we must compete, but that we can.

This document brings together the international trade, technology, and investment strategies and activities of three federal departments: External Affairs and International Trade Canada (EAITC), Industry, Science and Technology Canada (ISTC), and Investment Canada. We seek your comments on it, as your participation is key to making the plan a success.

All three departments play a vital role in helping Canadian companies meet the challenges of global competition. Meeting those challenges and winning creates Canadian jobs and a stronger economy. We expect that future updates of this Business Plan will incorporate the international activities of other federal departments and agencies, and will reflect our shifting priorities and objectives in response to changes in international market conditions.

By rising to the challenge of global competition, we strengthen our collective prosperity and help create greater opportunities for our young people. We also lay a stronger foundation to support our social programs, arts and culture, which all Canadians cherish. Canadians have demonstrated that they have the skills and knowledge to compete successfully, and we have the success stories to prove it. This underlines the fact that we have every reason to feel positive about the future.



Michael Wilson
Minister of Industry, Science and Technology
and Minister for International Trade

PREFACE

The *International Trade Business Plan* sets out the international trade, investment and technology acquisition strategies, programs and activities of External Affairs and International Trade Canada, Industry, Science and Technology Canada and Investment Canada. As such, it is meant to be a one-stop, hands-on guide for Canadian firms looking to take part in international activities planned by the three departments for this coming fiscal year. The Plan represents the first time we have tried to provide our best estimate of the international activity we will be sponsoring over the next fiscal year.

WHAT IS THE PLAN?

- an overview of each geographic market and industry sector;
- a summary of our proposed programs and activities by industry sector, organized by market and date with contact phone numbers;
- a summary list of available programs;
- a list of regional contacts.

This is intended to be an interactive document. We are prepared to alter our planned program based on your interest. We can do this only if we hear from you. We would like to know if this data assists planning of your own activities. We welcome your comments regarding the priorities represented in these listings and the individual events. Your suggestions of how this plan could be made more useful to you are also encouraged.

HOW TO USE THE PLAN

- Identify the programs and activities in which you would like to participate from the list in your industry sector.
- Contact the lead office (phone number provided) to indicate your interest.
- Write or phone any of the contacts listed in this document with your comments.
- Remember this is an interactive process — we expect to eliminate activities that don't generate sufficient interest — so don't depend on an activity taking place if you fail to let us know of your interest in it.

Please Note: *New opportunities that arise during the year will result in additional activities. Some markets and sectors have not completed their planning and will also add activities. Throughout the document, we have identified organizations within the three departments that can be contacted regarding a specific market or project. Although every precaution has been taken to ensure that the information provided is accurate, if you are interested in a particular project or event, we suggest you verify it with the organization concerned. The telephone number of the organization responsible for each activity is provided. You may also contact the International Trade Centre or ISTC Business Service Centre within your province.*

A list of federal government contact points within the three departments is included in Appendix A.

CHALLENGE AND OBJECTIVES

Canada's future prosperity depends on our collective ability to compete both at home and abroad. This requires a co-ordinated intergovernmental approach to trade, technology and investment, and a practical partnership between the private and public sectors.

This chapter briefly describes some of the profound changes taking place in the global economy, their implications for Canada and the broad objectives being pursued by the federal government to improve our competitive position.

THE CHALLENGE

For decades, Canadians have enjoyed one of the highest standards of living in the world. We still do, having built one of the most productive societies in the world. But there are signs all around us that we can no longer take our prosperity for granted. Over the last decade, profound changes have taken place in the global economy — changes that require a new approach to wealth and job creation. These include:

- the accelerated pace of change brought on by instant communications and rapid scientific advancement;
- the creation of a truly global economy, with transnational corporations increasingly shaping trade flows across borders through their production location decisions and production-sharing strategies;
- the growing importance of strategic alliances and technology transfers between firms to ensure simultaneous access to many national markets;
- the growing international trade in services, including intellectual property, rather than in goods themselves; and
- the continuing decline in the relative world price of many commodities, given national food self-sufficiency policies, increased supply of minerals and decreased demand for natural resources due to conservation and new manufactured substitutes.

These global changes present a major challenge to Canada, with our small domestic market, significant dependence on foreign customers and traditional reliance on resource-based industries. Our national challenge can be stated simply:

- 1) To maximize our future prosperity, Canadians must learn to produce and sell a wider range of high quality, sophisticated goods and services that complement our current export base.
- 2) To produce competitively priced, high quality commodities or value-added goods and services, we must use advanced technology in our production facilities.
- 3) As a nation of only 26 million in a world of 5 billion people, we must *focus* our national technology investments, *pool* our limited research and development (R&D) resources with technological partners in strategic alliances, and *adopt* good ideas from the rest of the world.
- 4) To secure investment in advanced industrial manufacturing, we must ensure that Canada is an attractive investment location. Given that our domestic market is often too small to consume the output of a world-class manufacturing facility, it is essential to ensure that Canadian goods and services can be traded freely to customers in foreign markets.
- 5) In sectors where proximity to a customer is necessary to ensure timely and effective customer service, we must encourage Canadian firms to invest abroad, recognizing that such investments generate a range of benefits.

- 6) In those sectors where existing trade barriers or the national business culture discourage imports from Canada, we must encourage the transfer of technology and know-how, and the operation of strategic corporate alliances.

In short, our challenge is to create a co-ordinated Canadian approach to trade, technology and investment that responds to changing global realities.

OBJECTIVES

To meet the challenges posed by the changing global economy, the Government of Canada is undertaking a co-ordinated international strategy designed to meet the following basic objectives:

- 1) to secure better access to foreign markets for Canadian products and services;
- 2) to promote the global competitiveness of Canadian firms by ensuring that federal trade, technology and investment development programs are tailored to meet the real needs of Canadian business, particularly small- and medium-sized enterprises;
- 3) to improve the efficiency and effectiveness of federal trade, technology and investment development programs;
- 4) to make Canadians more aware of the link between national prosperity and trade, technology, investment and competitiveness; and
- 5) to promote a trading culture in Canada, with prominent private sector participation in promoting Canada's international business interests.

ACHIEVING OUR OBJECTIVES

MARKET STRATEGIES AND ACTIVITIES

Despite the emergence of a global economy, the terms of Canadian access to certain national markets for many industries remain different, as do the needs and desires of customers in various foreign countries.

This chapter summarizes the principal opportunities for Canadian firms in various regions of the world. It also provides an overview of federal business development strategies for each region and identifies activities in support of these strategies. More detailed information on programs and projects can be found in this document in the section entitled *Industry Strategies and Activities*.

The United States

The United States is our most important trading partner, absorbing 75 per cent or \$105 billion of Canada's merchandise exports in 1990. Companies from most product sectors actively pursue sales opportunities in the commercial, defence services and government procurement markets. The U.S. is also Canada's primary source of investment, technology and tourism and is often the first market in which Canadian companies gain export experience.

The export development program for this huge market is developed by creating individual sector strategies through consultation with exporters, associations, provinces and other government departments. Each sector strategy responds to specific industry needs and opportunities. In the aggregate, it includes identifying and encouraging new exporters through special educational programs, creating vehicles to disseminate market intelligence, training, engaging export-ready companies in a high-profile program of national and regional trade shows, conducting highly focused, sector-specific trade missions or strategic partnering events and sponsoring technical seminars designed to facilitate U.S. market access. Our sector strategies cover a three- to four-year period, and, on the basis of these strategies, we schedule events and activities.

This Trade Plan places special emphasis on priority sectors, including computers, telecommunications and the environment, where Canadian supply capabilities and expertise are particularly suited to the market demand in the United States. We are also emphasizing education of new exporters to the U.S. market. At the same time, specific efforts are being made to help more traditional industries develop niche markets and service companies to take advantage of burgeoning opportunities in non-merchandise trade areas.

Expansion of Canada's tourism is of major importance. The Canadian tourism industry generates approximately \$26 billion in revenue and accounts for 4 per cent of Canada's gross domestic product (GDP).

Investment development and technology exchange programs are designed to maximize the growth potential and competitiveness of Canadian companies. Major activities designed to promote investment include the development of strategic alliances.

Key Strategic Priorities:

- *advance technology, particularly computers and semi-conductors, instrumentation, health and medical equipment, and telecommunications;*
- *find opportunities in services and the environment;*
- *provide educational programs, particularly New Exporters to Border States (NEBS) missions;*
- *increase focus on high-yield business tourism, e.g. business and international pleasure travel;*
- *improve customer awareness, familiarity and knowledge of Canadian tourism products and services;*
- *increase intelligence gathering with travel influencers and disseminate this information to the Canadian tourism industry;*
- *implement phase two of the investment development priority sector strategy, particularly in the software, environment, biotechnology and telecommunication industries;*
- *integrate the Technology Diffusion Strategy with the Technology Inflow Program;*
- *develop new approaches to promoting Canadian partnering opportunities in the U.S. in the software and environmental sectors.*

Key Activities for 1992-93:

- *60 NEBS educational missions;*
- *121 trade missions;*
- *51 trade fairs, targeting the following sectors: computers and semiconductors, instrumentation, health and medical, communications and telecommunications, and environmental services;*
- *92 trade fairs covering other sectors;*
- *121 investment development initiatives;*
- *52 tourism promotion events.*

Contact: United States Trade, Tourism and Investment Development Bureau
External Affairs and International Trade Canada
(613) 993-5912 or (613) 991-9477

Western Europe/European Community (EC)

Canada's total exports to Western Europe in 1990 were \$13.2 billion, of which \$11.7 billion went to the European Community (EC), making the EC our second largest *integrated* market. The EC is also our second largest source of technology, direct investment and tourism. The EC market demands increasingly innovative and competitive market development strategies, often incorporating investment and technology flows, as well as traditional trade promotion methods. The challenge facing Canada is to transform the nature of our trade, building on existing high export volumes, to increase manufactured exports, investment flows and co-operation in the field of science and technology. As the EC itself evolves, we must be ready to deal with more complex trading patterns and policy issues to ensure the best access for Canadian companies.

Key Strategic Priorities:

- expand exports in the following sectors: defence products and space systems, advanced technologies, agri-food and fisheries, transportation equipment and building materials;
- increase our market exposure in fields with growing future potential: oil and gas equipment, environmental equipment, software;
- make use of strategic alliances to capture market niches in the lower cost Mediterranean countries;
- expand co-operation in science and technology;
- promote two-way investment flows and strategic ventures by using the Free Trade Agreement (FTA) and, potentially, the North American Free Trade Agreement (NAFTA) to sell Canada as the place of entry to the North American market, particularly to the U.S.

Key Activities for 1992-93:

- 10 New Exporters Overseas (NEXOS) Missions to the U.K., France, Germany and Italy, with a total of approximately 125 new exporters;
- organize 3 missions, participate in 8 fairs and conduct 20 to 30 round tables to promote strategic alliances;
- organize 46 fairs and 43 trade missions focusing on agriculture, food, defence, advanced technologies and consumer products.

Contact: Western Europe Trade, Technology and Investment Division
External Affairs and International Trade Canada
(613) 995-9402

Central/Eastern Europe and the Commonwealth of Independent States

Economic change and political turmoil make the challenges facing the region formidable in the foreseeable future. However, this region is an emerging market of 400 million people with a high degree of literacy and technical education and a rich resource base that offers long-term potential for trade and investment links. It is important that opportunities for Canadian companies in these developing market economies be pursued vigorously as they arise. Use of investment linkages will be key tools in maintaining and establishing a market presence in many of these economies.

Key Strategic Priorities:

- market energy equipment, telecom and space systems, agri-food;
- support joint ventures through cost-sharing of pre-investment studies;
- solidify economic ties through double taxation and foreign investment protection agreements;
- foster technological exchange through the Canada-Russia Mixed Economic Commission.

Key Activities for 1992-93:

- 10 multi-sectoral trade fairs focusing on oil and gas products and industrial machinery sectors;
- 5 trade missions focusing on oil and gas and industrial machinery sectors;
- ministerial support for trade development initiatives (e.g. the Canadian exhibit at NEFTEGAZ, Moscow, May 1992).

Contact: Central and Eastern Europe Trade Development Division
External Affairs and International Trade Canada
(613) 996-2858

Japan

With 1990 exports of \$8.2 billion, and \$50 billion in direct and portfolio investment in Canada, Japan is our second-largest *national* customer and a major source of investment, technology and tourism revenues. Japanese imports of manufactured goods from all markets should increase over the next few years, but the long-term prospects for resource imports show little promise for growth. Canada's strategy is to maintain our resource exports base, while capitalizing on growth areas in manufactured goods, acquiring technology, and promoting Canada as a promising target for investment and tourism. Canada is broadening trade representation by establishing offices in Fukuoka and Nagoya and by appointing several Honorary Commercial Representatives. We are also using outreach programs to better prepare export-ready companies and are enhancing market intelligence through detailed sector studies.

Key Strategic Priorities:

- *agricultural and food products, automotive parts, advanced technology goods and services, fisheries products, transportation equipment, space systems, forest products;*
- *increase Canadian access to new technologies through the Japan Science and Technology (S&T) Fund;*
- *help export-ready Canadian companies prepare for the Japanese market;*
- *promote two-way investment flows and tourism;*
- *boost sales of red meat and seafood through use of the Pacific 2000 program.*

Key Activities for 1992-93:

- *participate in 21 trade shows in the agri-food, forest products, information technology, electronics, consumer goods and health care sectors, taking place in Tokyo, Osaka, Kobe, Yokohama and Nagoya;*
- *solo shows in Tokyo and Osaka promoting native arts, log home/outdoor living, agri-food, consumer products and building products;*
- *major trade/investment missions dealing with airport security systems, auto parts, aerospace, and software;*
- *12 or more incoming missions (sectors: forestry, building products, forestry equipment, agri-food, furniture, sporting goods, automotive and aerospace).*

Contact: Japan Trade Development Division
External Affairs and International Trade Canada
(613) 995-8985

East Asia (China, Korea, Taiwan, Hong Kong)

East Asia is a region of tremendous economic diversity and market potential. It is home to three of Asia's "Four Tigers": Hong Kong, Korea and Taiwan (the fourth is Singapore). These dynamic and competitive economies are undergoing rapid changes. They are burgeoning markets, as well as sources of investment capital. China is moving toward a more market-driven economy and offers long-term potential. Korea, Taiwan and Hong Kong are involved in extensive national infrastructure projects that provide substantial opportunities for Canadian expertise and technology. Resources and agri-food products dominate current exports; therefore, the continuing challenge is to expand sales of manufactured products and enhance the Canadian presence in niche markets. Canada is interested in strengthening political, trade and cultural links with Hong Kong to ensure that Canadian companies can participate in that market after it becomes part of China in 1997. Canada will also continue to pursue market access issues for agricultural products and financial services in Korea and Taiwan.

Key Strategic Priorities:

- *agri-food, telecom and transportation equipment, energy and power technology, health products, financial and educational services, space systems;*
- *promote investment into Canada and two-way technology transfers;*
- *maximize Canadian participation in national infrastructure development;*
- *implement the Memorandum of Understanding on Economic Co-operation with Korea, to strengthen our trade and investment ties.*

Key Activities for 1992-93:

- *20 trade fairs focusing on information technology, environment, and construction sectors;*
- *active support of Canadian interests in national transportation projects;*
- *20 trade missions focusing on transportation systems, investment and strategic alliances;*
- *continued marketing effort in the thermal and nuclear electric power sectors in Korea.*

Contact: East Asia Trade Division
External Affairs and International Trade Canada
(613) 995-7575

Asia Pacific South (Australia, New Zealand, the ASEAN Countries, India and Pakistan)

Australia and New Zealand, with 1990 sales of over \$1 billion, are expected to continue to be major markets for Canadian value-added products through continuing deregulation, trade liberalization and the resolution of market access issues. Expansion, diversification and liberalization in the dynamic ASEAN economies offer the potential for considerably more growth from present levels (1990 exports of \$1.6 billion). A key aim is to build on existing exports, over half of which consist of commodities and basic resource products, and to expand our shipments of value-added products, particularly in the advanced technology areas of telecommunications, remote sensing, energy and transportation. While foreign exchange problems and political turmoil have limited the ability of India and Pakistan to import, the area continues to be a good commodity market; strategic priorities in the region include oil and gas equipment and agricultural technology. Opportunities in large infrastructure development projects are limited by lack of competitive financing.

Key Strategic Priorities:

- forest products, industrial machinery, defence products, chemical products;
- increase awareness and sales of Canadian advanced technologies in the transportation, telecommunications, remote sensing and energy sectors;
- ensure Canadian firms are aware of trade opportunities funded by the Asian Development Bank;
- shift focus in India and Pakistan from large infrastructure projects to private sector interaction;
- promote venture capital investment from Singapore.

Key Activities for 1992-93:

- implement a program of market studies and assessments in priority sectors;
- mount seminars in key markets to advance Canadian export interests;
- 25 trade fairs focusing on advanced technology and machinery;
- 34 trade missions focusing on oil and gas and agricultural equipment;
- industrial co-operation activities.

Contact: Asia-Pacific South Trade Development Division
External Affairs and International Trade Canada
(613) 996-0917

Middle East

With over \$1 billion in exports in 1990, the Middle East is a growing market for Canadian goods and services, and an important source of portfolio investment capital. Saudi Arabia, Iran and the lower Gulf States offer good long-term prospects in mining, oil and gas equipment and services, transportation and telecommunications. Israel offers good prospects for investment and technology acquisition. In many of these markets, the environmental sector is receiving increasing attention.

Key Strategic Priorities:

- agri-food, mining, energy, transportation, oil and gas equipment and services and telecommunications equipment;
- stress pursuit of export opportunities in Saudi Arabia, Iran and the lower Gulf States;
- promote investment and technology transfer with Israel;
- promote Canadian environmental expertise in the region.

Key Activities for 1992-93:

- 11 trade fairs focusing on oil and gas, telecommunications and agriculture;
- 9 trade missions focusing on construction, oil and gas, and trading houses;
- 2 Joint Economic Commission Meetings (Iran and Saudi Arabia).

Contact: Africa and Middle East Trade Development
External Affairs and International Trade Canada
(613) 993-6847

Africa and the Maghreb

While debt and balance-of-payments problems continue in Africa, growth prospects are improving, and opportunities in South Africa will improve as and when current sanctions are lifted. Exports in 1990 exceeded \$1 billion.

Key Strategic Priorities:

- promote export sales of telecom equipment, power and energy equipment, forest products, engineering services;
- reinforce our strong links with Algeria, Morocco and Tunisia;
- maximize Canadian participation in local government capital projects through the funding of international financial institutions;
- build closer commercial relations with Commonwealth and La Francophonie partners.

Key Activities for 1992-93:

- 2 multi-sectoral trade fairs in Cairo and Zimbabwe;
- 13 trade missions in the following sectors: oil and gas, mining, transportation, environment, agriculture, telecommunications;
- 3 seminars related to World Bank/African Development Bank-financed projects.

Contact: Africa and the Middle East Trade Development
External Affairs and International Trade Canada
(613) 990-8133 or (613) 993-6593

Latin America and the Caribbean

By the year 2000, Latin America and the Caribbean will provide a market of 600 million people with purchasing power of US\$1 trillion. A central element of the Latin American strategy is completion of a North American Free Trade Agreement among Mexico, Canada and the United States. In addition, current policy reforms have created growing opportunities, particularly in Mexico, Chile, Venezuela and Colombia. The Caribbean is a historic trading partner and location for Canadian investment, with balanced two-way trade. Canadian exports to Latin America and the Caribbean reached approximately \$3 billion in 1991.

Key Strategic Priorities:

- negotiate a trilateral trade agreement including Mexico, our largest trading partner in Latin America;
- agri-food, power and construction equipment, automotive parts, advanced technologies and developing markets for environmental products and services;
- maximize business links through CARIBCAN.

Key Activities for 1992-93:

- participate in 14 trade fairs in manufacturing, agricultural and environmental sectors;
- 22 trade missions focusing on Mexico, Colombia, Chile and Venezuela;
- establish frameworks to facilitate direct investment and technology transfers;
- sponsor a small number of high-profile events to demonstrate Canadian capability and the economic improvement in many Latin American countries.

Contact: Latin America and Caribbean Trade Division
External Affairs and International Trade Canada
(613) 996-4198

INDUSTRY STRATEGIES AND ACTIVITIES

Trade and investment flows are the cumulative result of millions of decisions made daily by individuals and firms. The factors influencing such decisions vary widely within each industry.

This chapter describes the specific strategies being pursued by the federal government to support the efforts of key Canadian industries. While the focus is on international programs and policies, a number of industry sector strategies also have a significant domestic focus. This reflects the fact that many domestic programs and activities have important implications for both export readiness and international competitiveness, particularly for small- and medium-sized firms.

Aeronautics

Exports: \$6.1 billion

Overview:

- Canadian firms compete successfully by concentrating on select market niches.
- Offset and industrial benefits requirements are appearing in civil aeronautics markets, despite efforts in the General Agreement on Tariffs and Trade (GATT) to eliminate trade barriers.
- The long-term outlook is positive, with growth predicted due to increasing demand, especially for large civil transport aircraft (subsequent to the current economic situation).

Product Strengths:

- Corporate and regional commuter aircraft, civil helicopters, airframe structures, automated aerial vehicles, turboprop and turbofan engines, cabin air conditioning, aircraft flight control systems, landing gear and aircraft simulators.

Priority Markets:

- The U.S. and Europe.

Key Strategic Priorities:

- *for larger firms, the focus will be on promoting Canadian interests in international joint projects and providing intelligence on markets and technology;*
- *for smaller firms, activities will focus on promoting assistance through trade fairs and missions;*
- *the Government will accommodate the need to share manufacturing benefits with foreign companies to expand Canada's market share in foreign countries.*

Contact: Aeronautics Branch
Industry, Science and Technology Canada
(613) 954-3343

Activity	Date	Location	Dept.	Contact
United States				
Aerospace and space products, publication:	TBD 1992	U.S.	EAITC	613-991-9481
United States Air and Trade Show '92	Jun 1992	Ohio	ISTC	613-954-3150
Aerospace and space products, trade fair:	Jul 1992	Vandenberg	EAITC	613-991-9481
Business aircraft, trade fair:	Sep 1992	Dallas	EAITC	613-991-9481
Aerospace and space products, trade mission to:	Oct 1992	Minneapolis	EAITC	613-991-9481
Defence and aerospace products, trade mission to:	Oct 1992	Dallas	EAITC	613-991-9481
Airmec Atlanta 92 Trade Show	Oct 1992	Atlanta	ISTC	514-283-8881
Defence and aerospace products, trade mission to/ investment seminar:	Jan 1993	St-Louis	EAITC	613-991-9481
Aeronautics, trade mission to: FAA	Feb 1993	Washington	EAITC	613-998-4441
Aerospace, investment initiative:	Feb 1993	Seattle	EAITC	613-993-7348
Western Europe				
Comparative industrial assessment mission to:	Sep 1992	U.K.	ISTC	613-954-3328
Technology prospecting, mission to:	Sep 1992	U.K.	ISTC	514-283-2418
Aerospace and defence, trade fair, information booth: Farnborough	Sep 1992	U.K.	EAITC	613-996-5554
Forest fire fighting technologies and equipment, CL-215, trade fair, information booth: Expoambiente	Nov 1992	Portugal	EAITC	613-996-5554
Japan				
Aviation/airport training program, seminar:	Oct 1992	Japan	EAITC	613-995-8596
East Asia				
Airport equipment and services, trade mission to:	Mar 1993	Korea	EAITC	613-943-0897
Asia Pacific South				
Air transport, trade fair:	Oct. 1992	Australia	EAITC	613-995-7652
Military Simulation, trade mission to:	Nov 1992	Australia New Zealand	EAITC	613-995-7652
Multiple Markets				
System and component for aerospace market, buyers in: Air Show Canada	Aug 1992	Canada	EAITC	613-996-5554

Agri-food and Seafood Products

Exports: \$10.1 billion

Overview:

- The Canadian food processing sector is one of the top five in terms of sales and employment, and is the major market for Canada's farmers and fish harvesters.
- Exports fall into two major groups — fish and cereals — which make up two-thirds of exports and are minimally processed, and higher value-added products.
- The processing of foodstuffs to higher value-added products is very important for future growth.

Product Strengths:

- The industry is mostly domestically oriented, with a few highly export-oriented sub-sectors: fish (85 per cent exported), pork (22 per cent), distilled spirits (49 per cent) and vegetable oils (24 per cent). Niche market opportunities exist in horticulture products and processed forage.

Priority Markets:

- The U.S., Japan and Europe.

Key Strategic Priorities:

- *encourage the development of ad hoc networks within these industries to foster collaboration on new product development, product and service quality certification mechanisms, innovative financing, market development initiatives, research and development, and the training of industry management and labour;*
- *help industry tailor its products, packaging and presentation to the demands of sophisticated international markets;*
- *develop market access options relevant to actual opportunities and prevailing conditions such as private labelling and joint ventures in other countries;*
- *gather intelligence on prospects for investment and technology in Europe, the U.S., Japan and Australia/New Zealand.*

Contact: Food Products Branch
Industry Science and Technology Canada
(613) 954-3577

Activity	Date	Location	Dept.	Contact
United States				
International seafood market development :	Jun 1992	Florida	ISTC	613-954-2927
Food products, trade fair: Fancy Food Show	Jul 1992	Washington	EAITC	613-991-9483
Fish and Seafood, buyers in:	Jul 1992	Atlanta	EAITC	613-991-9483
Underutilized fish species, seminar:	Aug 1992	Boston	EAITC	613-991-9483
Restaurant equipment, trade fair: Western Restaurant Show	Aug 1992	San Francisco	EAITC	613-991-9483
Food service products, trade fair: Food Service Show	Sep 1992	Detroit	EAITC	613-991-9483
Frozen food products, trade fair: Prepared Frozen Show	Sep 1992	New York	EAITC	613-991-9483
Food products, trade fair: Grocer Association Show	Sep 1992	Cleveland	EAITC	613-991-9483
NEBS mission to:	Sep 1992	Burlington	ISTC	514-283-8819
Dairy products, trade fair: Dairy/deli Show	Oct 1992	New York	EAITC	613-991-9483
Food and beverage products, solo show:	Oct 1992	Syracuse	EAITC	613-991-9483
Food and Beverage Show				
Fish, Shellfish and other food, solo show:	Nov 1992	Detroit	EAITC	613-991-9483
Fish, Shellfish and other food, solo show:	Nov 1992	New York	EAITC	613-991-9483
International Poultry Exposition	Jan 1993	Atlanta	ISTC	613-954-2941
Fish, Shellfish and other food, trade fair: Seafare Southwest	Feb 1993	Los Angeles	EAITC	613-991-9483
Food products, trade fair: Winter Fancy Food Show	Feb 1993	San Francisco	EAITC	613-991-9483
Food and beverage products, solo show:	Feb 1993	Boston	EAITC	613-991-9483
Food and Beverage Show				
Wine, solo show: Canadian Wine Championship	Feb 1993	Detroit	EAITC	613-991-9483
Food and beverage products, solo show:	Feb 1993	Seattle	EAITC	613-991-9483
Food and Beverage Show				
Food and beverage products, buyers in:	Feb 1993	Toronto	EAITC	613-991-9483
Fish, Shellfish and other food, trade fair:	Mar 1993	Boston	EAITC	613-991-9483
International Seafood Show			ISTC	613-941-4263
Natural food products, trade fair: Natural Food Products	Mar 1993	Los Angeles	EAITC	613-991-9483
Western Europe				
Breeding cattle, semen, embryos, trade fair, information booth: Ungkuet	Jun 1992	Denmark	EAITC	613-996-5554
Livestock, forage crop, trade fair, information booth: Royal Agri Show	Jul 1992	U.K.	EAITC	613-996-5554
Outgoing mission to follow-up and finalize joint venture showcase:	Sep 1992	France, Germany, Switzerland	ISTC	613-954-2927
Fish, Shellfish and other food, trade mission to:	Sep 1992	Scandinavia	EAITC	613-996-5554
Investment matchmaking seminars, food packaging	Sep 1992	France, Germany	INV CDA	613-995-9259
Food and fish products, trade fair: SIAL	Oct 1992	France	EAITC	613-941-4263
			ISTC	613-996-5554
Fish products, trade mission to:	Oct 1992	Spain	EAITC	613-996-5554
First International Food Technology Exposition and Conference	Nov 1992	Netherlands	ISTC	613-954-3090
Speciality foods and beverage, trade fair, information booth: Sipral	Nov 1992	Italy	EAITC	613-996-5554
Seeds/livestocks improvement services, trade fair, information booth:	Feb 1993	Greece	EAITC	613-996-5554
Amsterdam Seafood Exhibition	Mar 1993	Amsterdam	ISTC	613-954-2927
Animal breeding stock, trade fair, information booth: SIA	Mar 1993	France	EAITC	613-996-5554
Processed food products, trade mission from:	Mar 1993	U.K.	EAITC	613-996-5554
Flour milling technology mission to:	TBD 1992	EC	ISTC	416-973-5184

Activity	Date	Location	Dept.	Contact
Japan				
Food services, trade fair, information booth:	Sep 1992	Japan	EAITC	613-995-8619
Food and beverage, trade fair, information booth: International Food Show Osaka	Oct 1992	Japan	EAITC	613-995-8619
Technology, investment and alliances mission to:	Oct 1992	Japan	ISTC	613-954-2870
Food and beverage, trade fair, information booth: Foodex '93	Mar 93	Japan	EAITC	613-995-8619
			ISTC	613-954-2927
Food and beverage, Kansai solo show:	Mar 1993	Japan	EAITC	613-995-8619
East Asia				
Beef products, trade mission from:	Sep 1992	Korea	EAITC	613-943-0897
Fishery, trade mission from:	Oct 1992	Korea	EAITC	613-943-0897
Grains & oil seeds, trade mission from:	Nov 1992	Korea	EAITC	613-943-0897
Grain handling, seminar: workshop	Dec 1992	China	EAITC	613-996-6987
Food and beverage, trade fair: in-store promotion	Dec 1992	Taiwan	EAITC	613-996-6987
Food and beverage, solo show:	Feb 1993	Korea	EAITC	613-943-0897
Asia Pacific South				
Food and beverage, trade fair:	Jun 1992	Singapore	EAITC	613-996-5824
Beef genetics, trade mission to:	Jun 1992	New Zealand	EAITC	613-995-7662
Agri and food products and service, trade fair: National Agriculture Field Days	Jun 1992	New Zealand	EAITC	613-995-7662
Grains Council conference, seminar:	Jul 1992	Australia	EAITC	613-995-7652
Agriculture machinery and implements, trade fair: AG-QUIP	Aug 1992	Australia	EAITC	613-995-7652
Food and beverage, trade fair: Asian food technologies exhibition	Sep 1992	Malaysia	EAITC	613-996-5824
White beans, buyers in:	Sep 1992	New Zealand	EAITC	613-995-7662
Food and beverage, trade fair: Canada food week	Sep 1992	Singapore	EAITC	613-996-5824
Pork, buyers in:	Oct 1992	New Zealand	EAITC	613-995-7662
Food processing, trade mission to:	Oct 1992	Vietnam	EAITC	613-995-8744
Food and beverage, buyers in:	Oct 1992	Singapore	EAITC	613-996-5824
Technology, investment and alliances mission	Oct 1992	Hong Kong	ISTC	613-954-2860
Food and beverage, trade fair: Taste of Canada	Nov 1992	Australia	EAITC	613-995-7652
Flour, trade mission from:	Nov 1992	New Zealand	EAITC	613-995-7662
Agri-food processors, trade mission to:	Jan 1993	Thailand	EAITC	613-992-0959
Peas and pulses, trade mission to:	Feb 1993	India	EAITC	613-996-7256
Agri and food products and services, trade fair: Agrotech '92	Feb 1993	Thailand	EAITC	613-992-0959
Agriculture machinery and implements, trade mission to:	Mar 1993	Pakistan	EAITC	613-996-7256
Africa and the Middle East				
Agriculture machinery and implements, trade fair: AG '92	Oct 1992	Saudi Arabia	EAITC	613-993-7043
Agricultural services, trade mission to:	Jan 1993	Algeria	EAITC	613-990-8134
Latin America and the Caribbean				
Food products and service, trade fair: Expo '92	Jul 1992	Paraguay	EAITC	613-996-5549
Agri and food products and services, trade fair: Prado Expo '92	Aug 92	Uruguay	EAITC	613-996-5549
Agri and food products and services, trade fair: Expoiner '92	Aug 1992	Brazil	EAITC	613-996-5358
Food products and service, trade mission to:	Sep 1992	Caribbean	EAITC	613-996-3837
Agri and food products and services, trade fair: ANTAD Expo '93	Feb 1993	Mexico	EAITC	613-995-8804
Dairy cattle, seminar:	Feb 1993	Brazil, Venezuela	EAITC	613-996-4199

Activity	Date	Location	Dept.	Contact
Central/Eastern Europe and the Commonwealth of Independent States (CIS)				
Agriculture machinery and implements, trade mission from:	Jun 1992	Bulgaria	EAITC	613-996-2858
International technical alliance promotion: the Community of Independent States	Sep 1992	Russia, Ukraine	ISTC	613-954-2931
Agricultural machinery and food processing, trade fair: Polagra '92	Oct 1992	Poland	EAITC	613-996-2858
Multiple Markets				
Food and beverage, buyers in: Food Pacific '92	Jun 1992	Vancouver	EAITC	613-995-7662
Agriculture machinery and implements, buyers in: Farm Progress Show	Jun 1992	Regina	EAITC	613-990-6592
Floriculture buyers in:	Jul 1992	Vancouver	ISTC	604-666-7633
Fish, Shellfish and other food, buyers in:	Jul 1992	Canada	EAITC	613-991-9483
Speciality food items, buyers in: Food Pacific	Jul 1992	Canada	EAITC	613-996-5554
Oyster buyers in:	Oct 1992	Vancouver	ISTC	604-666-7633
Export fair	Oct 1992	Montreal	ISTC	514-283-8819
Processed food exhibition: Gourmet Quebec	Jan 1993	Montreal	ISTC	514-283-8819
Food and beverage products, buyers in: food and beverage expo	Feb 1993	Canada	EAITC	613-991-9483
Buyers in:	TBD 1992	Montreal	ISTC	514-283-8819

Automotive Industry

Exports: \$35.5 billion

Overview:

- Canada has the sixth-largest automotive sector in the world.
- Canada's automotive sector is integrated into the North American market under the Auto Pact and the Free Trade Agreement.
- Japanese vehicle manufacturers have captured a significant share of the market and represent a major new market for Canadian parts manufacturers.
- Global competition will continue to intensify, particularly in the auto parts sub-sector.

Product Strengths:

- Vehicle assembly (accounting for two thirds of sector shipments) and auto parts (accounting for 60 per cent of sector's total work force and total value-added).

Priority Markets:

- The U.S., Mexico and Japan.

Key Strategic Priorities:

- *encourage manufacturers to locate complementary parts facilities in Canada for global supply;*
- *encourage assemblers to source more Canadian components and parts;*
- *identify sourcing opportunities with North American and offshore vehicle assemblers and their Tier I suppliers, as well as market sectors in key markets in Western Europe and Asia;*
- *build on the success of the strong original equipment sector to expand opportunities in the replacement market;*
- *aggressively market automotive service equipment in Canada's priority markets.*

Contact: Automotive Branch
Industry, Science and Technology Canada
(613) 954-3797

Activity	Date	Location	Dept.	Contact
United States				
Alternative fuel vehicle technology mission to:	Aug 1992	Los Angeles	ISTC	613-954-3224
Retooled auto parts, trade mission to:	Oct 1992	Buffalo	ISTC	514-283-7386
Spare parts automotive (aftermarket), trade fair: SEMA	Nov 1992	Las Vegas	EAITC	613-993-5149
Spare parts (automotive), investment initiative: trade mission	Nov 1992	Detroit	EAITC	613-993-5149
Automotive aftermarket in New England, publication:	Dec 1992	Boston	EAITC	613-993-5149
Spare parts (automotive), trade fair: Society of Auto Engineer	Feb 1993	Detroit	EAITC	613-993-5149
Spare parts automotive (aftermarket), trade fair:	Mar 1993	Ohio	EAITC	613-993-5149
Spare parts automotive (aftermarket), trade fair: trucking show	Mar 1993	Louisville	EAITC	613-993-5149
Western Europe				
Workshops and service station equipment/spare parts, trade fair, information booth: Automechanika '92	Sep 1992	Germany	EAITC ISTC	613-996-5554 613-954-3725
Alternative fuel vehicle technology assessment mission to:	Sep 1992	EC	ISTC	613-954-3224
Automotive spare parts and accessories, trade fair, information booth: Aftermarket '93	Feb 1993	U.K.	EAITC	613-996-5554
Japan				
Auto parts mission to: sourcing, investment and alternate fuels	Oct 1992	Japan	ISTC	613-954-3445
Auto parts, trade mission to:	Nov 1992	Japan	EAITC	613-996-2463
Asia Pacific South				
Truck parts, trade mission to:	Sep 1992	New Zealand	EAITC	613-993-7662
Trade, technology and investment (parts and components), automotive mission to: (joined to Japanese mission)	Oct 1992	Korea	ISTC	613-954-3436
Vehicle industry, trade fair, national stand: Motoquip	Oct 1992	Australia	EAITC	613-995-7652
Latin America and the Caribbean				
Automotive parts and equipment, mission to:	Jan 1993	Mexico	ISTC	613-954-3436

Bio-industries and Health Care Products

(a) Biotechnology

Overview:

- The commercialization of biotechnology is expected to be a major economic force for the next several decades, with global sales — currently at \$6 billion — expected to reach more than \$100 billion by the year 2000.
- Canada has about 300 companies — mostly small firms — developing specific biotechnology products and processes.
- Significant challenges include the identification of investment sources, the development and implementation of a sound, comprehensive regulatory regime for biotechnology products, the attraction of highly qualified researchers and management personnel, the issue of intellectual property rights, and the public perception of the industry.

Product Strengths:

- Canada has developed or is developing biotechnology strengths in the health care and environmental sectors, as well as in such resource-based sectors as agriculture, aquaculture, mining, forestry and energy.

Priority Markets:

- The U.S., Western Europe and Japan.

Key Strategic Priorities:

- *promote alliances between companies to avoid duplication of effort, gain economies of scale, and capture rapidly changing markets;*
- *encourage alliances between producers and potential end users, and between groups willing to share technology;*
- *promote Canada's strengths via ties with foreign industrial biotechnology associations;*
- *showcase Canada's biotechnology strengths during June 1992 International Industrial Biotechnology Conference in Montreal.*

Contact: Biotechnology Directorate
Industry, Science and Technology Canada
(613) 954-3042

(b) Health Care Products

Exports: \$200 million

Overview:

- The Canadian medical devices industry is highly sophisticated, innovative and diverse.
- About 90 per cent of the firms in the industry are Canadian-owned, mostly small companies. Some have developed leading-edge technologies and unique, innovative products.
- Canada has certain structural advantages in medical device R&D and production, such as a strong base for health care research and a favourable tax structure.
- Significant challenges exist in identifying and gaining access to investment capital, in attracting personnel skilled in the international marketing of technology-intensive products, and in developing export manufacturing mandates for subsidiaries of multinational firms.

Product Strengths:

- Cancer (cobalt) therapy, imaging (software and diagnostic, e.g. ultrasound), in-vitro diagnostics, peritoneal dialysis products, cardiovascular products and assistive devices.

Priority Markets:

- The U.S., Western Europe and Japan.

Key Strategic Priorities:

- *launch the implementation phase of the Medical Devices Sector Campaign,* matching Canadian technological strengths with international opportunities;*
- *encourage research and development and geographic product mandates for Canadian subsidiaries of multinationals.*

Contact: Health Care Products Directorate
Industry, Science and Technology Canada
(613) 954-3077

* ISTC currently offers a number of sector campaigns. Their objective is to enhance the international competitiveness of Canadian industry through consultation, information exchange, advocacy and targeted assistance to innovative projects and studies undertaken by commercial enterprises.

Activity	Date	Location	Dept.	Contact
United States				
CDN business, matchmaker forum:	TBD 1992	Houston	EAITC	613-993-7348
Strategic alliances/ investment seminars, medical devices	Jun 1992	New York	INV CDA	613-992-4916
Biotechnology, investment initiative:	Sep 1992	Detroit	EAITC	613-993-7348
Medical equipment, trade mission to:	Sep 1992	Philadelphia	EAITC	613-991-9481
Buyers and distributors meeting, prospecting mission	Sep 1992	North-East	ISTC	514-283-2078
Pharmaceutical and biotechnology, trade fair, information booth: IBEX '92	Oct 1992	San Francisco	EAITC ISTC	613-991-9482 613-954-3042
Pharmaceutical and biotechnology, trade mission from:	Oct 1992	U.S.	EAITC	613-991-9482
Hospital and medical equipment and services, trade fair, information booth: American Medical Information Ass'n	Nov 1992	Baltimore	EAITC	613-991-9482
Hospital and medical equipment and services, trade fair: National Home Health Care	Nov 1992	Atlanta	EAITC	613-991-9482
Hospital and medical equipment and services, buyers in: Ontario Hospital Association	Nov 1992	Atlanta	EAITC	613-991-9482
Pharmaceutical and biotechnology, investors:	Jan 1993	Chicago	EAITC	613-991-9482
Hospital and medical equipment and services, trade mission to:	Feb 1993	Houston	EAITC	613-991-9482
Biotechnology, investment initiative: conference	Feb 1993	Cincinnati	EAITC	613-993-7348
Medical equipment, strategic partnering matchmaking:	Mar 1993	Buffalo	EAITC	613-993-7348
Venture capital mission to U.S. West Coast	Mar 1993	Los Angeles, San Francisco	ISTC	416-973-5059
British Columbia biotechnology mission to:	ONG 1992	Seattle	ISTC	604-666-1409
Biotechnology breakfast series	ONG 1992	Seattle	ISTC	604-666-1409
Western Europe				
Hospital and medical equipment and instruments, trade fair, information booth: Health Care '92	Jun 1992	U.K.	EAITC ISTC	613-996-5554 613-954-3071
Biotechnology, trade mission from:	Jun 1992	Belgium	EAITC	613-996-5554
Biotechnology, mission to conference/exhibition: BioExpo '93	Jun 1992	France	ISTC	514-283-8813
Trade fair: Interhospital '92	Jun 1992	Germany	ISTC	416-973-5033
Biotechnology, trade mission from:	Jun 1992	France	EAITC	613-996-5554
Bio-technology mission on waste management	Sep 1992	Scandinavia	ISTC	613-954-2927
Medical equipment and devices, trade fair, information booth: Medica '92	Nov 1992	Germany	EAITC ISTC	613-996-5554 613-954-3071
Hospital/medical/laboratory equipment, trade fair, information booth: IFAS	Nov 1992	Switzerland	EAITC	613-996-5554
Biotechnology, trade mission to:	Feb 1993	Austria	EAITC	613-996-5554
Biomedical/pharmaceutical, trade mission from:	Mar 1993	Spain	EAITC	613-996-5554
Trade fair: Intermedica	Mar 1993	France	ISTC	514-283-2078
Japan				
Biotechnology, trade mission to: (Bio Japan 92)	Aug 1992	Japan	EAITC ISTC	613-995-1677 613-954-3042
Medical devices market exploratory mission: explore market/distributor possibilities	Feb 1993	Japan	ISTC	613-954-3071
Products for elderly, solo show:	Mar 1993	Japan	EAITC	613-995-1677
East Asia				
Biotechnology, study:	Jun 1992	Hong Kong	EAITC	613-995-6962
Biotechnology, trade mission from:	Jun 1992	Taiwan	EAITC	613-996-6987

Activity	Date	Location	Dept.	Contact
Asia Pacific South Health care mission to:	Jan 1993	Malaysia, Singapore	ISTC	604-666-1436
Africa and the Middle East Health care/education services, trade mission to:	Sep 1992	East Africa	EAITC	613-990-6590
Multiple Markets Environmental biotechnology, video-exhibition	Jun 1992	Montreal	ISTC	514-283-8813
Bio-Recognition 1992 - International Industrial Biotechnology Conference	Jun 1992	Montreal	ISTC	613-954-3042
Investment matchmaking/seminars, biotechnology (Bio-Recognition)	Jun 1992	Canada	INV CDA	613-995-9259
Investment prospecting - company profile preparation- biotechnology	Aug 1992	Canada	INV CDA	613-995-9259
Biotechnology, reception of mission	Sep 1992	Montreal	ISTC	514-283-8813

Chemicals

Exports: \$6 billion

Overview:

- The chemicals sector consists of two main sub-sectors: commodity and specialty/ formulated products.
- Competitiveness has traditionally been based on availability of competitively priced inputs, proximity to the U.S. market and an efficient delivery system. R & D is well below international standards.
- High value-added products within the specialty and formulated products sub-sector provide the greatest potential for future growth.

Product Strengths:

- Canada is the world's largest producer of merchant sulphur and potash and is a major producer and exporter of commodity chemicals.

Priority Markets:

- The key market is the U.S.

Key Strategic Priorities:

- *increase domestic market efficiencies and enhance foreign market access through elimination of international and interprovincial barriers to trade;*
- *encourage technology transfers from abroad;*
- *encourage Canadian multinational subsidiaries to obtain world product mandates;*
- *encourage Canadian-based research and development to enhance product and process development skills and promote competitiveness.*

Contact: Chemicals Directorate
Industry, Science and Technology Canada
(613) 954-3069

Activity	Date	Location	Dept.	Contact
United States				
Chemicals, trade fair: SPE '92	Oct 1992	Washington	EAITC	613-993-7486
Chemicals, investment seminar:	Nov 1992	New York	EAITC	613-993-7348
Latin America and the Caribbean				
Plastics, trade mission to: Plast Imagen '92	Oct 1992	Canada	EAITC	613-996-6921

Commercial Service and Construction Industries

Exports: \$22.4 billion

Overview:

- This is a large and diverse group of industries providing a variety of services to industries, consumers and governments.
- Most firms are small- or medium-sized, and many are export-intensive.
- Several industries are successful exporters: the wholesale sub-sector, educational and professional services industries (consulting engineering, environmental services, management consulting, geomatics and natural resource-based services).
- The services component of goods exports is estimated to be about 40 per cent.

Product Strengths:

- Consulting engineering, environmental services, management consulting, health care services, scientific and technical services, geomatics services, natural resource based services (agriculture, forestry, fishing and mining), design consulting (industrial, graphics, interior), and architectural and construction services.
- Select "producer services" in high technology fields, such as information technologies (software and related training) and after-sales service.

Priority Markets:

- The U.S., the ASEAN and the Middle East.

Key Strategic Priorities:

- *identify niche markets for firms with limited resources and foreign market expertise;*
- *develop export market strategies in co-operation with key sectors;*
- *encourage export-ready firms to consider selected foreign markets, on the basis of market studies, trade shows and missions;*
- *promote alliances among firms to pursue major and/or multi-disciplinary international projects;*
- *expand the mutual recognition of professional accreditation under the FTA, NAFTA and GATT.*

Contact: Service and Construction Industries Branch
Industry, Science and Technology Canada
(613) 954-2991

Activity	Date	Location	Dept.	Contact
United States				
Consulting/engineering market exploration mission to:	Jun 1992	U.S.	ISTC	613-941-4213
Airport services, trade fair: Interairport	Jun 1992	Atlanta	EAITC	613-991-9481
Consulting engineering, trade mission from:	Sep 1992	U.S.	EAITC	613-991-9478
U.S. (non defence) procurement mission	Sep 1992	Seattle	ISTC	604-666-1440
Services sector, partnering mission	Sep 1992	U.S.	ISTC	514-283-7828
Interior design, trade mission to:	Sep 1992	Atlanta	EAITC	613-991-9479
Services, trade mission to:	Oct 1992	Seattle	EAITC	613-993-6576
Information technology services, trade mission to:	Oct 1992	San Francisco	EAITC	613-993-6576
Geomatics, trade mission to: partnering	Jan 1993	Boston	EAITC	613-993-6576
Geomatics market exploration assistance	ONG 1992	U.S.	ISTC	613-941-2810
Japan				
Resort construction, institutional exhibit:	Nov 1992	Japan	EAITC	613-996-2463
Asia Pacific South				
Building materials, trade fair, information booth:	Jun 1992	Australia	EAITC	613-995-7652
Mission to Asian Development Bank (ASEAN)	Sep 1992	Philippines	ISTC	709-772-6600
Environmental services missions to:	Sep 1992	Indonesia, Philippines	ISTC	613-941-4214
Environmental services mission to:	Oct 1992	Taiwan	ISTC	604-666-1436
Engineering services mission to:	Oct 1992	IndoChina	ISTC	604-666-1436
Building Products, trade fair: Interbuild	Nov 1992	Australia	EAITC	613-995-7652
Africa and the Middle East				
Construction goods and services, trade mission to:	Jul 1992	Jordan, Lebanon	EAITC	613-993-6983
Commercial and partnering mission to:	Sep 1992	Tunisia, Algeria, Morocco	ISTC	514-283-7048
Services, training and investment, trade mission to:	Feb 1993	Iran	EAITC	613-993-7043
Latin America and the Caribbean				
Geophysical survey services, trade mission to:	Nov 1992	Chile	EAITC	613-996-5549
International financial institutions, mission to:	ONG 1992	Latin America	ISTC	514-283-8795
Central/Eastern Europe and the Commonwealth of Independent States (CIS)				
Construction goods and services, trade mission to:	Jun 1992	Poland	EAITC	613-996-2858
Construction goods and services, trade fair: International Trade Fair	Jun 1992	Poland	EAITC	613-996-2858
Environment products and services, trade fair: BRNO engineer fair	Sep 1992	Czechoslovakia	EAITC	613-996-2858
Construction technologies & prefabrication, trade mission to:	Nov 1992	CIS	EAITC	613-996-2858

Consumer Products

Exports: \$2.8 billion

Overview:

- The sector consists of the full range of semi-durable and durable goods bought by individuals, households and institutions, with the exception of food, beverages, tobacco products, paper products, consumer electronics and personal services.
- The sector is mainly composed of small, niche-market companies serving the domestic market. Many lack the economies of scale, the financial resources and the management skills needed to fully develop international business opportunities.

Product Strengths:

- Fashion apparel, sporting goods, office furniture, pleasure boats, and winter and work/utility footwear.

Priority Markets:

- The U.S., Europe and Japan.

Key Strategic Priorities:

Fashion Apparel

- *focus promotional marketing opportunities on the U.S. market, with some activity taking place in Europe and Japan;*
- *provide strategic market information;*
- *assist industry via Fashion Apparel Sector Campaign to become more export-ready by encouraging improved industry management and technical skills;*
- *organize technical missions, trade show tours and seminars to raise industry's level of awareness of emerging technologies.*

Sporting Goods

- *concentrate on export development in Europe, the U.S. and Japan;*
- *conserve Canada's dominant position in the hockey equipment market and use this success to gain exposure for a broader range of products.*

Furniture

- *help industry pursue marketing initiatives in the U.S., Europe and Japan;*
- *help industry form strategic alliances with foreign companies;*

- *work with industry and academic institutions to increase technology transfer and professional education;*
- *encourage industry initiatives to develop innovative design capacity.*

Pleasure Boats

- *consolidate Canadian exports to the U.S. and develop specialty niche markets in Europe and Japan.*

Winter and Work/Utility Footwear

- *provide strategic market intelligence, focusing on the U.S. market;*
- *help industry to establish accounts with selected U.S. retailers and to expose product lines at major U.S. footwear trade shows;*
- *organize technical missions to Europe.*

Contact: Consumer Products Branch
Industry, Science and Technology Canada
(613) 954-3585

Activity	Date	Location	Dept.	Contact
United States				
Giftware/arts and crafts/jewellery, solo shows:	TBD 1992	Seattle, Minneapolis, Cleveland	EAITC	613-991-9479
Furniture, solo show:	TBD 1992	Minneapolis, Dallas, N.Y., Chicago	EAITC ISTC	613-991-9479 613-954-3094
Footwear, trade fair: Reg. Shoe Travellers	TBD 1992	Las Vegas	EAITC	613-991-9476
Giftware/arts and crafts/jewellery, trade fairs:	TBD 1992	Rochester, Atlanta	EAITC	613-991-9479
Book Publishing, trade fair: Special Libraries Association	Jun 1992	San Antonio	EAITC	613-991-9474
Book Publishing, trade fair: ABA	Jun 1992	Anahein	EAITC	613-991-9474
Films and video, trade mission to:	Jun 1992	San Francisco	EAITC	613-991-9474
Sporting goods, trade fair: NEBC	Jul 1992	Chicago	ISTC	514-283-4259
Apparel technology mission to:	Jul 1992	Atlanta	EAITC	404-524-5046
Men's wear, trade fair:	Jul 1992	Chicago	EAITC	613-991-9476
Giftware/arts and crafts/jewellery, trade fair:	Jul 1992	Seattle, Atlanta	EAITC	613-991-9479
Trade fair: National Hardware Show / National Home Show	Aug 1992	Chicago	ISTC	514-283-4265
Athletic apparel, trade mission to:	Sep 1992	Minneapolis	EAITC	613-991-9476
Giftware/arts and crafts/jewellery, trade mission to:	Sep 1992	Boston	EAITC	613-991-9479
Trade fair: IMTEC Pleasure Boat Dealer Show	Sep 1992	Chicago	ISTC	613-954-3760
Apparel, trade fair: Canada Mode	Oct 1992	New York	EAITC	613-991-9476
Recreational and working boats & accessories, trade fair: boat show	Oct 1992	Chicago	EAITC	613-991-9482
Folio: specialized magazines show	Oct 1992	New York	ISTC	613-954-3105
Solo contract show	Oct 1992	Chicago	ISTC	514-283-4259
Designers, Saturday, New York	Oct 1992	New York	ISTC	514-283-4259
Films and video, trade mission to:	Nov 1992	Baltimore	EAITC	613-991-9474
Recreational and working boats & accessories, trade fair: boat show	Nov 1992	Fort Lauderdale	EAITC	613-991-9482
Recreational and working boats & accessories, trade fair: International Maritime Expo	Nov 1992	New York	EAITC	613-991-9482
Apparel, trade fair:	Nov 1992	Los Angeles	EAITC	613-991-9476
Films and video, solo show: Canada Connection	Nov 1992	Los Angeles	EAITC	613-991-9474
Recreational and working boats & accessories, trade fair: international work boat show	Dec 1992	New Orleans	EAITC	613-991-9482
Performing arts, trade mission from: Cinar	Dec 1992	Dallas	EAITC	613-991-9474
Performing arts, trade fair: APAD	Dec 1992	New York	EAITC	613-991-9474
Recreational and working boats & accessories, investment initiative: investment booth	Jan 1993	Michigan	EAITC	613-991-9482
Recreational and working boats & accessories, buyers in:	Jan 1993	U.S.	EAITC	613-991-9482
Footwear, trade fair: Reg. Shoe Travellers	Feb 1993	Detroit	EAITC	613-991-9476
Men's wear, trade fair:	Feb 1993	Chicago	EAITC	613-991-9476
Apparel, trade fair: Canada Mode	Feb 1993	New York	EAITC	613-991-9476
Footwear, trade fair: Reg. Shoe Travellers	Feb 1993	Minneapolis	EAITC	613-991-9476
Apparel, trade mission to:	Feb 1993	Atlanta	EAITC	613-991-9476

Activity	Date	Location	Dept.	Contact
Western Europe				
Textile products, trade fair, information booth: Texitec	Jun 1992	France	EAITC	613-996-5554
Trade fair, Arts and Crafts Design Show: SISEL	Sep 1992	France	ISTC	514-283-4259
Sporting goods, trade fair, information booth: ISPO	Sep 1992	Germany	EAITC	613-996-5554
Promotion of Québec Fashion in Europe	Sep 1992	France	ISTC	514-283-5103
Office equipment and systems, trade fair: Orgatec	Oct 1992	Germany	EAITC	613-996-5554
Books, trade fair, national stand: Frankfurt	Oct 1992	Germany	EAITC	613-996-5554
NEXOS mission: Amsterdam marine equipment trade show	Nov 1992	Netherlands	ISTC	613-954-3760
NEXOS mission: International Boat Show	Dec 1992	France	ISTC	613-954-3760
Toys, games, Christmas products, trade fair, information booth: Harrogate Toy Fair	Jan 1993	U.K.	EAITC	613-996-5554
NEXOS mission to France: swimming pools/spas (France, Southern Europe)	Jan 1993	France	ISTC	613-954-3109
Fur and fur garments, buyers in: Hudson's Bay Co.	Feb 1993	Greece	EAITC	613-996-5554
Household appliances and equipment, trade fair, information booth: Domotech nica	Feb 1993	Germany	EAITC	613-996-5554
Sporting goods and winter apparel, trade fair, national stand: ISPO	Feb 1993	Germany	EAITC	613-996-5554
International Hardware Fair 93	Mar 1993	Germany	ISTC	514-283-4265
Fashion and clothing, trade fair, information booth: IGEDO DDORF	Mar 1993	Germany	EAITC	613-996-5554
Japan				
Giftware/arts and crafts/jewellery, trade fair, information booth: Kobe International Gifts Show	Sep 1992	Japan	EAITC	613-995-1677
Boats: Kobe International Boat Show	Nov 1992	Japan	EAITC	613-995-1677
Furniture, trade fair, information booth: Tokyo International	Nov 1992	Japan	EAITC ISTC	613-995-1677 613-954-5258
Outdoors products, solo show: Osaka	Nov 1992	Japan	EAITC	613-995-1677
Giftware/arts and crafts/jewellery, trade fair, information booth: Tokyo	Feb 1993	Japan	EAITC	613-995-1677
East Asia				
Fashion, trade mission from:	Sep 1992	Hong Kong	EAITC	613-995-6962
Furniture, trade fair, information booth: Furniture Style '92	Oct 1992	Hong Kong	EAITC	613-995-6962
Fashion, trade fair:	Jan 1993	Hong Kong	EAITC	613-995-6962
Women's wear, trade mission from:	Mar 1993	Taiwan	EAITC	613-996-6987
Asia Pacific South				
Boating, trade fair: Imtec '92	Aug 1992	New Zealand	EAITC	613-995-7662
Hardware, trade mission from:	Feb 1993	New Zealand	EAITC	613-995-7662
Africa and the Middle East				
Clothing, trade fair: Motexha '92	Nov 1992	Gulf area	EAITC	613-993-6847
Consumer products, trade mission to:	Feb 1993	Saudi Arabia, Kuwait	EAITC	613-993-7043

Activity	Date	Location	Dept.	Contact
Latin America and the Caribbean				
Consumer products, trade fair: international fair	Jul 1992	Colombia	EAITC	613-996-2268
Hardware and housewares, buyers in:	Sep 1992	Caribbean	EAITC	613-996-3837
Consumer products, trade fair: Fisa '92	Oct 1992	Chile	EAITC	613-996-5358
Hardware and housewares, trade fair:	Jan 1993	Caribbean	EAITC	613-996-3837
Multiple Markets				
Ready-to-Wear collections, buyers in:	TBD 1992	Toronto	ISTC	416-973-5190
Furniture show, buyers in:	Jun 1992	Montreal	ISTC	514-283-4259
Performing arts, buyers in: Jazz festival/CINARS	Jul 1992	Canada	EAITC	613-991-9474
Export fair	Oct 1992	Montreal	ISTC	514-283-4259
IIDEX incoming Japanese buyers mission: office furniture	Nov 1992	Canada	ISTC	613-954-3094
Incoming mission: International Boat Show '93	Jan 1993	Toronto	ISTC	613-954-3760
76th Annual ACAS convention and international exhibition	Feb 1993	Montreal	ISTC	514-283-4259
Incoming buyers in: international boat show	Feb 1993	Montreal	ISTC	613-954-3760
Sporting goods, buyers in: CSGA/ACAS	Feb 1993	Canada	EAITC ISTC	613-996-5554 613-954-3109

Electrical and Energy Equipment

A) Electrical Equipment

Exports: \$1.8 billion

Overview:

- Canada is a world leader in electrical generation and long-distance electric power transmission.
- The two largest exporting sub-sectors are power generation equipment and transmission and distribution equipment.
- High growth is expected in sub-sectors relating to energy management and power systems for developing countries.
- Canada is highly competitive in custom products for niche markets.
- Expanding electrification programs in developing countries are creating significant export markets.
- New markets are opening up in Eastern Europe.

Product Strengths:

- Hydro generators, turbines, large transformers, circuit breakers, large motors, Supervisory Control and Data Acquisition (SCADA), energy management systems, and CANDU nuclear power plants.

Priority Markets:

- The U.S., Korea and Romania.

Key Strategic Priorities:

- *form export consortia with large foreign firms (especially Japanese) to better penetrate the Asian market;*
- *continue to encourage a "Team Canada" approach to bidding on large power projects, such as Canadian Power Systems Export Promotion (CAPSEP);*
- *continue to work toward harmonization of electrical standards, especially with the U.S.;*
- *improve access to Korean, Japanese and U.S. procurement markets;*
- *assist in market identification, intelligence and international exposure through participation in missions, fairs, conferences and technology transfer activities.*

Contact: Electrical and Energy Equipment
Industry, Science and Technology Canada
(613) 954-3257

B) Oil and Gas Field Equipment

Exports: \$250 million

Overview:

- Most Canadian oil and gas equipment manufacturers are small, specializing in high-quality machinery and parts used in exploration, drilling and servicing of oil and gas wells, and in the production and processing of oil and gas.
- The industry's outlook is linked to oil and gas markets, which are highly cyclical.
- Wage rates, material costs and overhead costs in the Canadian industry are higher than those in the U.S. Economies of scale are also lacking.
- With a depressed domestic market, Canadian companies are actively seeking export markets in order to survive.

Product Strengths:

- Geophysical equipment, drilling rigs, and ancillary tools, pumping, cementing, and well-fracturing units, dehydrators, separators, and other field processing components.

Priority Markets:

- South Asia, South America, Africa and the Middle East.

Key Strategic Priorities:

- *develop trade through market intelligence, participation in missions, trade fairs and international conferences in Asia, Latin America, Africa, the Middle East, Eastern Europe and the CIS;*
- *continue investment prospecting activities and work to establish strategic alliances with European firms, in particular French, British, Norwegian, Italian and German firms.*

Contact: Electrical and Energy Equipment
Industry, Science and Technology Canada
(613) 954-3257

Activity	Date	Location	Dept.	Contact
United States				
Transmission, distribution equipment and services, trade mission from: INTELLECT	Jun 1992	U.S.	EAITC	613-993-6576
Oil and gas equipment, trade fair:	Jul 1992	Oklahoma City	EAITC	613-993-7486
Oil and gas equipment, investment initiative: forum	Oct 1992	San Francisco	EAITC	613-993-7348
Oil and gas equipment, trade fair:	Oct 1992	New Orleans	EAITC	613-993-7486
Transmission, distribution equipment and services, trade fair: T&D World Expo	Nov 1992	Indianapolis	EAITC	613-993-6576
Transmission, distribution equipment and services, trade fair: PowerGen	Dec 1992	Orlando	EAITC	613-993-6576
Oil and gas equipment, investment initiative: seminar	Feb 1993	San Francisco	EAITC	613-993-7348
Oil and gas equipment, trade fair:	Mar 1993	Anchorage	EAITC	613-993-7486
Western Europe				
Oil and gas products, equipment and services, trade mission to:	Aug 1992	Norway	EAITC	613-996-5554
Oil and gas products, equipment and services, trade fair, information booth: Stavenger	Aug 1992	Norway	EAITC	613-996-5554
Strategic alliance program	Sep 1992	France	ISTC	613-954-3192
World energy conference, solo exhibition	Sep 1992	Spain	ISTC	613-954-3192
East Asia				
Electrical equipment mission to:	Sep 1992	Korea	ISTC	613-954-3179
Energy equipment, trade mission to:	Oct 1992	Korea	EAITC	613-943-0897
Asia Pacific South				
Oil and gas products and services, trade mission from:	Sep 1992	India	EAITC	613-996-5903
Hydro and Thermal Power mission to:	Oct 1992	Asia Pacific	ISTC	613-954-3267
Oil and gas products and services, trade mission to:	Oct 1992	Malaysia	EAITC	613-996-5824
Oil and gas products and services, trade fair, information booth:	Oct 1992	Malaysia	EAITC	613-996-5824
Pipeline products, trade mission to:	Nov 1992	Australia	EAITC	613-995-7652
Energy conservation technologies, seminar:	Nov 1992	India	EAITC	613-996-5903
Oil and gas products and services, trade fair: Offshore S.E. Asia	Dec 1992	Singapore	EAITC	613-996-5824
Seminar/mission: energy conservation technologies	Dec 1992	India	ISTC	613-954-3251
Electrical equipment, trade fair, information booth: Elenex '93	Mar 1993	Singapore	EAITC	613-992-0959
Electrical transmission and distribution mission to:	Mar 1993	China	ISTC	613-954-3262
Africa and the Middle East				
Oil and gas products and services, trade mission to:	TBD 1992	Nigeria	EAITC	613-993-6586
Electrical power equipment and services, trade mission to:	TBD 1992	Egypt	EAITC	613-998-0396
Oil and gas products and services, seminar:	Jun 1992	Algeria	EAITC	613-990-8134
Oil and gas products and services, trade mission to:	Nov 1992	Egypt	EAITC	613-998-0396
Oil and gas products and services, trade mission to:	Feb 1993	Saudi Arabia	EAITC	613-993-7029

Activity	Date	Location	Dept.	Contact
Latin America and the Caribbean				
Oil and gas products and services, trade mission to:	Jun 1992	Latin America	EAITC	613-943-8807
Oil and gas products and services, seminar:	Oct 1992	Colombia	EAITC	613-996-5548
Oil and gas products and services, trade mission to: Oil & gas Expo '92	Oct 1992	Argentina	EAITC	613-996-2268
Multiple Markets				
Oil and gas products and services, buyers in: National Petroleum Show	Jun 1992	Canada	EAITC	613-990-6592
Incoming mission of Korean electrical and energy equipment suppliers and KHIC (Korean Heavy Industries Corp.) vice-presidents	Jun 1992	Canada	ISTC	613-954-3179
Incoming mission of Korean electrical and energy equipment suppliers and KHIC (Korean Heavy Industries Corp.) officials	Nov 1992	Canada	ISTC	613-954-3179

Environmental Industries

Exports: \$80 million

Overview:

- There are about 1 200 environmental companies delivering a full range of good quality environmental goods and services. About 65 per cent of our strength is on the service side, with the remaining 35 per cent on the product side. Over 250 of these are active exporters.
- Canada is well positioned to take advantage of its reputation in environmental management and technology development.
- Constraints include shortages of trained personnel and the need for technology development and investment.

Product Strengths:

- Water supply, waste water treatment, solid waste disposal, special waste management, municipal services, air monitoring, environmental consulting and services, geographic information services, forestry management and fisheries management.

Priority Markets:

- The U.S., Europe and East Asia.

Key Strategic Priorities:

- *pursue initiatives to gain access to the U.S. market for land remediation and restoration, and to penetrate the U.S. industrial wastewater market;*
- *strengthen efforts to secure Japanese and European technology and investment in Canada to serve the North American and other markets, such as Mexico;*
- *continue efforts to identify Western European partners with which environmental technology may be sourced and transferred;*
- *increase the participation of Canadian companies in major environmental projects in the newly industrialized countries.*

Contact: Environmental Industries
Industry, Science and Technology Canada
(613) 954-1890

Activity	Date	Location	Dept.	Contact
United States				
Environmental products, study: seminar/matching	TBD 1992	Seattle	EAITC	613-991-9478
Environmental products, study: workshop/matching	TBD 1992	Los Angeles	EAITC	613-991-9478
Environmental products, trade mission to: NEBS	TBD 1992	Pittsburgh	EAITC	613-991-9478
Environmental products, workshop/partnering:	TBD 1992	Columbus	EAITC	613-991-9478
Environmental products, trade fair: Air and Waste Management Association	Jun 1992	Kansas City	EAITC	613-991-9478
Environmental products, trade fair: Hazmat International	Jun 1992	Atlantic City	EAITC	613-991-9478
Environmental products, trade fair, information booth: World Recycling Expo	Jun 1992	Chicago	EAITC	613-991-9478
Environmental products, trade mission from:	Jun 1992	U.S.	EAITC	613-991-9478
Environmental products, trade fair: Solid Waste Association	Aug 1992	Tampa	EAITC	613-991-9478
Environmental products, trade fair: Water Environment Association	Sep 1992	New Orleans	EAITC ISTC	613-991-9478 613-954-3216
Investment matchmaking/seminars, industrial waste water	Sep 1992	New Orleans	INV CDA	613-992-4916
Environmental products, trade mission to: Hazmat	Sep 1992	Pittsburgh	EAITC	613-991-9478
Environmental products, trade mission to:	Sep 1992	Detroit	EAITC	613-991-9478
Great Lakes waste recycling show: investment booth	Sep 1992	Buffalo	EAITC	613-993-7348
Environmental products, investment initiative: conference	Oct 1992	Harrisburg	EAITC INV CDA	613-993-7348 613-992-4916
Environmental products, investment initiative: matchmaker	Oct 1992	Pittsburgh	EAITC	613-993-7348
Environmental products, trade mission to:	Oct 1992	Boston	EAITC	613-991-9478
Environmental products, trade fair: Haztech '92	Nov 1992	Puerto Rico	EAITC	613-991-9477
Investment matchmaking/seminars, industrial waste water	Nov 1992	Chicago	INV CDA	613-992-4916
Canada/US environmental strategy matching/partnering workshops (industrial waste water and site remediation)	Nov 1992	U.S.	ISTC	613-954-3216
Environmental products, trade fair: Waste and Recycling Expo	Nov 1992	Buffalo, Atlanta	EAITC	613-991-9478
Environmental products, trade fair: Hazmat West	Nov 1992	Long Beach, Ca.	EAITC	613-991-9478
Environmental products, trade fair: Hazmat '92	Nov 1992	Washington	EAITC	613-991-9478
Investment matchmaking/seminars, Hazardous waste/site Remediation	Jan 1993	New York	INV CDA	613-995-9259
Environmental products, trade fair: Petro Safe	Jan 1993	Houston	EAITC	613-991-9478
Environmental products, : workshop: ocean technologies	Feb 1993	Providence	EAITC	613-991-9478
Western Europe				
Technology prospecting and trade promotion (industrial and municipal water and solid waste)	Jun 1992	Spain	ISTC	613-954-3216
Environmental equipment, plant and services, trade fair, information booth: Envitec '92	Jun 1992	Germany	EAITC	613-996-5554
Mission on environmental techn. and prod.(toxic waste and air pollution control)	Sep 1992	EC	ISTC	613-954-3216
Environmental and wastewater equipment, trade mission to:	Sep 1992	Netherlands, Belgium	EAITC	613-996-5554
Waste treatment and management, trade fair, information booth: M.U.T.	Oct 1992	Switzerland	EAITC	613-996-5554
Meat industry technologies, environmental mission to:	Oct 1992	Netherlands	ISTC	613-954-2922
Industrial waste, trade fair, information booth: Pollutec '92	Nov 1992	France	EAITC	613-996-5554
Environmental mission: fish processing	Dec 1992	Europe	ISTC	604-666-1410
Investment matchmaking/seminar, hazardous waste/site remediation	Jan 1993	Italy	INV CDA	613-995-9259
Environmental air, water, industrial process equipment, trade mission to:	Feb 1993	Scandinavia	EAITC	613-996-5554

Activity	Date	Location	Dept.	Contact
Japan Technology and investment prospecting (air pollution and solid waste control)	Sep 1992	Japan	ISTC	613-954-3216
East Asia Environmental products and services, trade fair, national stand: Empprotech '93	Feb 1993	Taiwan	EAITC	613-996-6987
Environmental products and services, trade fair, information booth: INPOCO	Mar 1993	Korea	EAITC	613-943-0897
Environmental products and services, trade mission to:	Mar 1993	Hong Kong	EAITC	613-995-6962
Asia Pacific South Environmental products and services, trade fair: Entech '92	Jun 1992	Thailand	EAITC	613-992-0959
Environmental products and services, trade fair, information booth: Environment 2020	Oct 1992	Australia	EAITC	613-995-7652
Environmental technologies, technical mission to:	Dec 1992	Hong Kong	ISTC	514-283-8820
Investment Workshop (Asia Pacific South)	Jan 1993	Singapore	INV CDA	613-992-4916
Environmental Products and Services Mission (Enprotech)	Feb 1993	Korea, Taiwan	EAITC	613-943-0897
Africa and the Middle East Environment products and services, trade mission to:	Sep 1992	Israel	EAITC	613-993-6983
Environment products and services, seminar:	Feb 1993	Maghreb	EAITC	613-998-0396
Latin America and the Caribbean Environment products and services, trade fair: Ecobrazil '92	Jun 1992	Brazil	EAITC	613-996-6921
Environmental technologies, technical mission to:	Oct 1992	Mexico	ISTC	514-283-8820
Investment/technology prospecting and trade promotion (industrial and municipal waste water and air pollution control):	Jan 1993	Mexico	ISTC	613-954-3216
Central/Eastern Europe and the Commonwealth of Independent States (CIS) Environment products and services, trade mission to:	Sep 1992	Poland, Czechoslovakia, Hungary	EAITC	613-996-2858
Environment products and services, trade fair: Envibruno	Oct 1992	Czechoslovakia	EAITC	613-996-2858
Multiple Markets Aqua 92: national water show and conference, buyers in:	Sep 1992	Vancouver	ISTC	613-954-1890

Forest Products

Exports: \$21.7 billion

Overview:

- This is one of Canada's leading industries in terms of the value of manufacturing shipments and export earnings. Canada is the world's largest exporter of forest products, with a share of world trade double that of the U.S., Sweden or Finland.
- The sector has two major sub-sectors: paper and allied products and wood industries.
- Canada has a strong interest in an international trading system that provides secure and open access to world markets, e.g. the U.S., Japan and Europe.
- Controls to increase the recycled paper content in newsprint and other paper products put Canadian producers at a disadvantage, as Canada cannot supply the forecast demand for wastepaper (the "urban forest") from domestic sources.
- Environmentally friendly production methods are increasingly important.

Product Strengths:

- Market pulp, newsprint and softwood lumber.

Priority Markets:

- While the most important export market is the U.S. (68 per cent of exports), the industry is also a major supplier to markets around the world.

Key Strategic Priorities:

- *encourage industry to expand market development and product diversification, to move toward new, globally competitive, higher value-added products and to adopt leading-edge technology and environmentally sound practices;*
- *work with industry to anticipate environmental concerns and harmonize Canadian environmental regulations with international industry standards;*
- *ensure that environmental and other regulations in other countries, particularly the codes resulting from Europe '92, do not restrict market access for Canadian forest products;*
- *gather and disseminate intelligence on markets and technologies for paper and allied products, and encourage companies to shift to higher value-added paper grades and invest in recycling and de-inking plants;*
- *promote trade development of higher value-added products for wood industries, and expand access to non-North American markets.*

Contact: Forest Industries Branch
Industry, Science and Technology Canada
(613) 954-3082

Activity	Date	Location	Dept.	Contact
United States				
Converted wood products, trade fair: International Tile Show	Jun 1992	Chicago	EAITC	613-993-7486
Converted wood products, trade fair: Pacific Coast builders	Jun 1992	San Francisco	EAITC	613-993-7486
Converted wood products, trade mission to: Pacific Coast builders	Jun 1992	San Francisco	EAITC	613-993-7486
Converted wood products, trade fair: Metro Big Show	Jun 1992	New York	EAITC	613-993-7486
Technical and training mission to the Atlanta machine show	Aug 1992	Atlanta	ISTC	604-666-1413
Converted wood products, solo show: Canada Built: Northeastern Retail Lumbermen's Association Exhibition	Sep 1992	Boston	EAITC ISTC	613-993-7486 514-283-4265
Converted wood products, solo show:	Oct 1992	Minneapolis	EAITC	613-993-7486
Converted wood products, trade fair: Remodellers Show	Nov 1992	Pittsburgh	EAITC	613-993-7486
Converted wood products, trade fair: National Association Home Builders	Jun 1993	Las Vegas	EAITC ISTC	613-993-7486 613-954-3029
Converted wood products, trade fair: Lumber and Building Show	Jan 1993	Grand Rapids	EAITC	613-993-7486
Converted wood products, solo show:	Feb 1993	Seattle	EAITC	613-993-7486
Pennsylvania Manufactured Housing Show	Mar 1993	Pennsylvania	ISTC	613-954-3037
Western Europe				
CIMDP (West) mission to European window and door manufacturers	Jun 1992	Europe	ISTC	613-954-3025
Forest products, trade mission to:	Jun 1992	Italy, Austria	EAITC	613-996-5554
Trade fair: International Fire Fighting Exhibition	Sep 1992	EC	ISTC	613-941-2823
Bordeaux International Building Exhibition	Sep 1992	France	ISTC	514-283-4265
Hardwoods, technical mission to:	Sep 1992	Germany, Austria	ISTC	514-283-8349
Lumber products, buyers in:	Sep 1992	Ireland	EAITC	613-996-5554
Business Planning Conference (EC, Nordic countries)	Sep 1992	France	ISTC	613-954-3054
Incoming building products mission from:	Sep 1992	U.K.	ISTC	613-954-3045
Application of yellow birch, trade mission from:	Oct 1992	Germany	EAITC	613-996-5554
Forest Products, trade mission from:	Oct 1992	U.K.	EAITC	613-996-5554
Incoming builders mission to promote Canadian timber frame construction:	Oct 1992	Spain	ISTC	613-954-3037
Value-added wood product, construction material, trade fair: Batibouw	Feb 1993	Belgium	EAITC	613-996-5554
Forestry equipment and wood products, trade fair, information booth: Eurobois '93	Mar 1993	France	EAITC	613-996-5554
NEXOS mission to Eurobois '93 (Western Europe):	Mar 1993	Lyon	ISTC	514-283-7864
Japan				
Log home, outdoor living, trade fair:	Jun 1992	Japan	EAITC	613-996-2463
Timber craft builders mission to Canadian log homes and manufactured housing:	Jul 1992	Japan	ISTC	613-954-3037
1992 Pan-Pacific Pulp and Paper Technology Conference:	Sep 1992	Japan	ISTC	613-954-3127
Forest products and services, trade fair, information booth: International Housing	Oct 1992	Japan	EAITC ISTC	613-996-2463 613-954-3037
Forest products and services, buyers in: Home Builders Show (Las Vegas)	Jan 1993	Japan	EAITC	613-996-2463

Activity	Date	Location	Dept.	Contact
Asia Pacific South				
Market study: Opportunities for Oriented Strand Board/Waferboard	Sep 1992	Asia Pacific	ISTC	613-954-3039
Forest products and services, trade fair: Summit '92	Sep 1992	Australia	EAITC	613-995-7652
Pulp and paper, trade mission to:	Sep 1992	Pakistan	EAITC	613-996-5903
Africa and Middle East				
Industry visit to promote Canadian softwood lumber:	Dec 1992	Morocco, Algeria, Tunisia	ISTC	613-954-3051
Central/Eastern Europe and the Commonwealth of Independent States (CIS)				
Forestry and cellulose paper, trade fair: Pap-For '92	Sep 1992	Russia	EAITC	613-996-2858
Timber Frame Construction Seminar:	Sep 92	Hungary, Czechoslovakia, Poland	ISTC	613-954-3037
Multiple Markets				
Co-operative overseas market development program (COMDP) to integrate Alberta wood products industry in COMDP (Western Canada):	ONG 1992	Japan, Europe, Australia, Korea	ISTC	613-954-3031
Co-operative overseas market development program (COMDP) to increase offshore exports of wood products (Eastern Canada)	ONG 1992	Europe, North Africa, Middle East	ISTC	613-954-3051
Technical mission: delegation from Canada/EC working group to promote export of Canadian products to Europe (W. Europe)	Sep 1992	Canada	ISTC	613-954-3025

Industrial Equipment and Technology

Exports: \$6.1 billion

Overview:

- The sector can be divided into two types of firms: smaller Canadian-owned firms producing specialized items, and larger producers of mass-produced items.
- The industry focuses on niche markets worldwide and provides high quality, custom-engineered machinery and equipment.
- Research and development to date in advanced manufacturing technologies in Canada is very small compared with that in the U.S., Europe and Japan.
- Prospects for the 1990s are favourable, despite modest performance in the 1980s. Possible growth areas include advanced manufacturing technologies, plastics processing machinery, mining equipment and plastic moulds.

Product Strengths:

- Primary industrial machinery: agricultural, forestry, pulp and paper, mining and construction equipment.
- Secondary industrial machinery: materials handling, food processing, food service, packaging and labelling, machine tools, and plastics and rubber equipment and machinery (including mould and die making).
- Export capability also exists in printing, pharmaceuticals and textiles equipment.

Priority Markets:

- The U.S. (industrial machinery, advanced manufacturing technologies), Europe (custom equipment), Australia (agricultural equipment), South Pacific (forestry equipment), South America (mining equipment), Eastern Europe and the CIS (agricultural and forestry equipment).

Key Strategic Priorities:

- *improve global marketing information to assist Canadian exporters to select potentially promising markets;*
- *advanced manufacturing technologies sector campaign will continue to emphasize high value, export-oriented products, including robots and vision systems, automated assembly systems, CAD and communications networks;*
- *promote formation of strategic partnerships and technology transfer.*

Contact: Industrial Equipment/Advanced Manufacturing Technology
Industry, Science and Technology Canada
(613) 954-3759 or (613) 954-4584

Activity	Date	Location	Dept.	Contact
United States				
Manufacturing systems, trade mission to: Strategic Alliances	TBD 1992	Detroit	EAITC	613-993-7348
Hardware and home improvement, trade fair: International Lawn Garden Equipment	Jul 1992	Louisville	EAITC	613-993-7486
Hardware and home improvement, trade fair: National Hardware Show	Aug 1992	Chicago	EAITC	613-993-7486
Industrial Equipment and technology, trade mission to: GSA	Aug 1992	Fort Worth	EAITC	613-991-9475
NEXUS mission to: International Machine Tool Show (IMTS)	Sep 1992	Chicago	ISTC	514-283-7864
Production equipment, trade fair: International Machine Tool Show	Sep 1992	Chicago	EAITC	613-991-9475
Canada stand mission to: International Manufacturing Technology Show	Sep 1992	Chicago	ISTC	613-954-3264
Printing equipment and services, trade fair: Graph-Expo	Oct 1992	Chicago	EAITC	613-991-9479
Production equipment, trade fair: Design '92	Oct 1992	New Jersey	EAITC	613-991-9475
NEXUS mission to: Minexpo International '92	Oct 1992	Las Vegas	ISTC	514-283-7864
Printing equipment and services, trade fair: Graph-Expo	Oct 1992	New York	EAITC	613-991-9479
Materials handling, trade fair: Great Lake Industrial Show	Nov 1992	Cleveland	EAITC	613-991-9475
Packaging equipment, trade fair: Pack Expo	Nov 1992	Chicago	EAITC	613-991-9475
Super-conductor/super-collider, trade mission from:	Nov 1992	Dallas	EAITC	613-991-9474
Packaging machinery manufacturers, trade fair:	Nov 1992	Chicago	ISTC	613-954-3060
Air conditioning, refrigeration and heating equipment, trade fair: ASHRAE	Jan 1993	Chicago	EAITC	613-993-7486
Materials handling, trade fair: ProMat '93	Mar 1993	Chicago	EAITC	613-991-9475
Hardware and home improvement, trade fair: National Home Center Show	Mar 1993	Chicago	EAITC	613-993-7486
Western Europe				
Technical mission for Canadian mouldmakers: MoldExpo '92	Sep 1992	France	ISTC	613-954-3244
Plastics and rubber machinery and equipment, trade fair, national stand: K-92	Oct 1992	Germany	EAITC	613-996-5554
Outgoing mission to attend BLECH EXPO (UK, Germany, France, Belgium, Holland, Italy)	Oct 1992	Hannover	ISTC	613-954-3250
Processing and packaging machinery, trade fair, information booth: Emballage '92	Nov 1992	France	EAITC ISTC	613-996-5554 613-954-3060
Technology exchange mission to EC and Britain: Agricultural Equipment	Dec 1992	EC	ISTC	613-954-3226
East Asia				
Mining equipment, trade fair: Promotion	Sep 1992	China	EAITC	613-995-8744
Mining equipment, seminar: Mining '92	Oct 1992	China	EAITC	613-995-8744
Asia Pacific South				
Forestry equipment, trade mission from: Demo '92, Woodex '92	Sep 1992	New Zealand	EAITC	613-995-7662
Mining equipment, trade fair, information booth: Goldfields	Oct 1992	Australia	EAITC	613-995-7652
Forestry equipment, publication:	Nov 1992	New Zealand	EAITC	613-995-7662
Food processing, trade fair: Foodtech '92	Nov 1992	New Zealand	EAITC	613-995-7662
Industrial machinery catalogue, publication:	Feb 1993	Pakistan	EAITC	613-992-0952
Industrial and specialized machinery, trade fair: 10th IETF	Feb 1993	India	EAITC	613-992-0952

Activity	Date	Location	Dept.	Contact
Africa and the Middle East				
Instrumentation, trade mission to:	Oct 1992	Gulf area	EAITC	613-993-6847
Latin America and the Caribbean				
Construction goods and services, trade fair: Expo '92	Jun 1992	Nicaragua	EAITC	613-995-8742
Process control, trade fair:	Sep 1992	Mexico	EAITC	613-995-8804
Industrial machinery, trade fair: Expo Metal Mecanica	Sep 1992	Mexico	EAITC	613-995-8804
Plastics processing machinery and moulds mission to:	Sep 1992	Mexico, Colombia, Brazil	ISTC	613-954-3247
Forestry equipment, trade mission from:	Sep 1992	Chile	EAITC	613-996-5549
Mining equipment catalogue, publication:	Oct 1992	Ecuador	EAITC	613-996-5548
Pulp and paper equipment, trade mission to:	Nov 1992	Venezuela, Brazil, Argentina	EAITC	613-996-5358
Construction goods and services, trade fair: Feria International	Nov 1992	El Salvador	EAITC	613-995-8742
Mining equipment and services mission to:	Dec 1992	South America	ISTC	604-666-7639
Industrial machinery, trade fair: Feimafe '93	Jan 1993	Brazil	EAITC	613-996-4199
Central/Eastern Europe and the Commonwealth of Independent States (CIS)				
Process control and instrumentation, trade mission to:	Jun 1992	CIS	EAITC	613-996-2858
Mining equipment and services, trade mission to:	Oct 1992	Yugoslavia, Bulgaria, Albania	EAITC	613-996-2858
Multiple Markets				
Mining equipment for stone, coal, nickel, etc., buyers in: Mintec	Aug 1992	Canada	EAITC	613-996-5554
Intelligent manufacturing systems (IMS) feasibility study:	ONG 1992	U.S., Europe, Japan, Australia, Canada	ISTC	613-954-2933

Information Technologies

Exports: \$12 billion

Overview:

- Information technologies (IT) is one of the world's largest and fastest growing markets.
- Canada has a two per cent share of the \$960 billion global market and is the world's sixth largest market for information technology equipment.
- The sector comprises three main industries: telecommunications equipment and micro-electronics, computer hardware, and software and computer services.
- Canada is a leader in telecommunications and microelectronics. The largest and most successful firm, Northern Telecom, has operations worldwide.
- The computer hardware sub-sector is dominated by subsidiaries of U.S. multinationals, with some Canadian-owned companies producing specialty computers and peripherals for niche markets.
- The software and services sub-sector is made up of over 2 000 (mainly small) companies, including such internationally recognized Canadian companies as Cognos, Corel, Systemhouse and DMR.
- The outlook for the industry is positive. Canadian companies should continue to maintain a prominent role in telecommunications equipment, to develop unique capabilities in micro-electronics, to exploit niches in software and computer services, and to build on emerging technologies such as photonics and artificial intelligence.
- Since Canada is a world leader in systems integration, the internationalization of the high value-added service industry offers excellent opportunities for growth.

Product Strengths:

- Telecommunications equipment, process instrumentation, geophysical and geological equipment, environmental controls, navigation equipment, remote sensing, and optical measuring and manufacturing.
- Software development and systems integration, such as geographic information systems, user tools, government administration, and advanced manufacturing systems.

Priority Markets:

- The U.S., Western Europe and the Pacific Rim.

Key Strategic Priorities:

- target resources within key regions in North America, Asia/Pacific and Europe;
- support IT industry competitiveness in world markets through market development, investment promotion, joint industrial R&D and technology transfer activities that are integrated and co-ordinated across government;
- intensify the systematic collection of market and technology intelligence throughout main industrialized countries and disseminate to clients in the sector;
- improve market access and non-discriminatory trading practices through participation in bilateral and multilateral trade negotiations;
- promote a stronger synergy between Canadian IT firms and foreign partners by participating in industrial co-operation agreements with Japan, Germany, France, the U.S. and other countries.
- develop co-operation initiatives where Canadian industry identifies specific needs for international linkages;
- implement a series of measures to promote small- and medium-sized IT firms' awareness of export marketing, market access, distribution practices and technology alliances, and to improve their export readiness.

Contact: Information Technologies Industry Branch
 Industry, Science and Technology Canada
 (613) 954-5598

Activity	Date	Location	Dept.	Contact
United States				
Telecommunication industry, investment initiative: Matchmaker	TBD 1992	Los Angeles	EAITC	613-993-6577
Telecommunication products, trade mission to: Computers, investment initiative: matchmaker	TBD 1992	Dallas	EAITC	613-991-9474
Telecommunication products, trade fair: Supercomm '92	TBD 1992	Los Angeles	EAITC	613-993-6577
Strategic partnering matchmaking:	TBD 1992	Milwaukee	EAITC	613-991-9474
Computer hardware/software, office automation, investment initiative: video conference	TBD 1992	San Diego	EAITC	613-993-6577
Software, investment initiative: matchmaker	TBD 1992	Dallas	EAITC	613-993-6577
Opto-electronics components, investment initiative: Matchmaker	TBD 1992	Boston	EAITC	613-993-6577
Computer softwares, trade mission to: Information technologies, trade mission to: Technology Brokers, investment initiative, trade mission to: Telecommunication industry, investment initiative: seminar	TBD 1992	Pasadena	EAITC	613-993-6577
Telecommunication industry, investment initiative: investment booth	TBD 1992	Boston	EAITC	613-993-6576
Computing products for world market, publication: Information technologies, trade fair: Federal Computer Conference	TBD 1992	Sacramento	EAITC	613-232-1511
Computer hardware, investment initiative: seminar	TBD 1992	New Jersey	EAITC	613-993-6577
Super-conductor/super-collider, trade mission from: Computer hardware/software, office automation, trade fair: PCExpo	TBD 1992	Chicago	EAITC	613-993-6577
Telecommunication products, trade mission from: Information technologies, trade fair: Urban & Regional Info System	Jun 1992	Dallas	EAITC	613-991-9474
Information technologies, trade fair: Fedmicro	Jun 1992	New York	EAITC	613-993-6576
Telecommunication products, trade mission from: Computer hardware/software, trade fair, national stand: Telecommunication products, trade fair: IMCE	Jul 1992	Chicago	EAITC	613-991-9474
NEBS/NEXUS software, health care: Investment promotion: promotion of MERIT partnership with U.S. firms	Jul 1992	Dallas	EAITC	613-991-9474
Computer hardware/software, office automation, trade fair: Networld	Jul 1992	New York	EAITC	613-993-6576
Telecommunication industry, investment initiative: workshop	Jul 1992	Atlanta	EAITC	613-991-9474
Strategic technology alliances (microelectronics): set up video conferences	Jul 1992	Washington	EAITC	613-232-1511
Co-venturing/partnering mission (software): Strategic alliances opportunities video conference: Telecommunication Equipment	Aug 1992	Washington	EAITC	613-232-1511
Telecommunication products, trade fair: South E. Telecommunication	Sep 1992	Chicago	EAITC	613-991-9474
Intelligence and analysis: promotion of Canadian access to U.S. research in emerging technologies	Sep 1992	Rochester	EAITC	613-993-6576
NEBS/NEXUS software, geomatics-teledetection: Electronic components, trade fair, information booth: Midcon	Sep 1992	Atlanta	EAITC	613-993-6576
Software, investment initiative: investment booth	Sep 1992	Boston	ISTC	514-496-1388
	Sep 1992	San Francisco, Boston, Dallas	ISTC	613-952-8421
	Sep 1992	Dallas	EAITC	613-993-6576
	Sep 1992	Boston	EAITC	613-993-6577
	Sep 1992	U.S.	ISTC	613-952-8417
	Sep 1992	U.S.	ISTC	613-941-2465
	Sep 1992	Chicago, Los Angeles	INV CDA	613-992-4916
	Sep 1992	Atlanta	EAITC	613-991-9474
	Sep 1992	U.S.	ISTC	613-952-8421
	Sep 1992	Boston	ISTC	514-496-1388
	Sep 1992	Dallas	EAITC	613-991-9474
	Oct 1992	Portland	EAITC	613-993-6577

Activity	Date	Location	Dept.	Contact
Computer hardware/software, office automation, trade fair: Unix Expo	Oct 1992	New York	EAITC	613-993-6576
Computer softwares, investment initiative: seminar	Oct 1992	Chicago	EAITC	613-993-6577
Electronic components, trade fair, information booth: Northcon	Oct 1992	Seattle	EAITC	613-991-9474
Information technologies, trade fair: TechExpo	Oct 1992	Virginia	EAITC	613-232-1511
Electronic components, trade mission to:	Nov 1992	Wescon	EAITC	613-991-9474
Informatics, investment initiative, trade mission to:	Nov 1992	Atlanta	EAITC	613-993-6577
Electronic components, investment initiative: investment booth	Nov 1992	San Francisco	EAITC	613-991-9474
Investment matchmaking/seminars, software products: COMDEX	Nov 1992	Las Vegas	INV CDA	613-995-9259
Computer hardware/software, office automation, trade fair: Comdex	Nov 1992	Las Vegas	EAITC ISTC	613-993-6576 514-283-7462
Information technologies, trade fair: Federal Computer Conference	Dec 1992	Washington	EAITC	613-232-1511
Globecom '92, IEEE Global telecommunications conference (U.S.)	Dec 1992	Orlando	ISTC	514-283-8884
Telecommunication products, trade fair: Data '92	Dec 1992	Miami	EAITC	613-991-9474
Electronic industries association consumer/electronics show (U.S.)	Jan 1993	Las Vegas	ISTC	514-283-7462
Information technologies, trade mission to: system integration forum	Jan 1993	Washington	EAITC	613-232-1511
Telecommunication products, trade fair: ComNet '93	Jan 1993	Washington	EAITC	613-232-1511
Computer hardware/software, office automation, investment initiative: investment booth	Feb 1993	Chicago	EAITC	613-993-6577
Electronic components, trade mission from:	Feb 1993	Atlanta	EAITC	613-991-9474
Information technologies, trade fair: FOSE	Mar 1993	Washington	EAITC	613-993-6576
Western Europe				
Mission to:	Jun 1992	France	ISTC	514-283-7861
Computers, trade fair, information booth: Networks	Jun 1992	U.K.	EAITC	613-996-5554
Broadcasting and cablevision, trade fair: Mediaville	Jun 1992	France	EAITC	613-996-5554
Broadcasting and cablevision, trade fair, national stand: International Broadcasting	Jul 1992	Netherlands	EAITC	613-996-5554
Advance technology products and services, trade fair, information booth: Orbit	Sep 1992	Switzerland	EAITC	613-996-5554
Informatics, software, hardware and datcom, trade mission to:	Sep 1992	Scandinavia	EAITC	613-996-5554
Partnering and commercial mission to:	Sep 1992	France, U.K., Germany	ISTC	514-283-4262
Software application, trade mission to:	Oct 1992	Italy	EAITC	613-996-5554
Computer products, trade fair, information booth: Systec '93	Oct 1992	Germany	EAITC	613-996-5554
Investment matchmaking/seminars: software products	Oct 1992	EC	INV CDA	613-995-9259
Information technologies, trade mission from:	Oct 1992	Italy	EAITC	613-996-5554
Automatic/Robotics, trade mission to:	Oct 1992	Austria	EAITC	613-996-5554
Intelligence gathering and technology alliances: photonics technology public and private sector	Oct 1992	Germany, Belgium	ISTC	613-954-0538
Dusseldorf international instrumentation "Interkama"	Oct 1992	Germany	ISTC	514-283-7814
Satellite communications equipment/cable and TV systems, trade fair, national stand: Expotronica '92	Oct 1992	Spain	EAITC	613-996-5554
Office automation, software and hardware, trade mission to:	Oct 1992	Netherlands	EAITC	613-996-5554

Activity	Date	Location	Dept.	Contact
Telecommunications/communications, trade fair, information booth: Communication '92	Oct 1992	Turkey	EAITC	613-996-5554
Electronic equipment, trade fair, information booth: Pronic '92	Nov 1992	France	EAITC	613-996-5554
Electronic components/measuring and testing equipment, trade fair, national stand: Electronica '92	Nov 1992	Germany	EAITC ISTC	613-996-5554 514-283-7861
Mission to: EuroComNet '92	Nov 1992	Netherlands	ISTC	514-283-8884
Investment matchmaking/seminars, electronic technologies	Nov 1992	EC	INV CDA	613-995-9259
Computer/communication, trade fair, information booth: Open System '92	Nov 1992	U.K.	EAITC	613-996-5554
Electronics and electronic equipment, trade fair, information booth: Inter/Elec '92	Nov 1992	Belgium	EAITC	613-996-5554
Telecom data processing, info technology, trade fair, information booth: Expotelecom	Nov 1992	Portugal	EAITC	613-996-5554
Advanced technology products, trade fair, information booth: P.C. Forum	Feb 1993	France	EAITC ISTC	613-996-5554 514-496-1388
Informatics, advanced software, trade fair, information booth: software automation	Mar 1993	Belgium	EAITC	613-996-5554
Telecom and computer products, trade fair, national stand: CEBIT '93	Mar 1993	Germany	EAITC ISTC	613-996-5554 514-496-1388
Investment matchmaking/seminars: software products	Mar 1993	EC	INV CDA	613-995-9259
Technology alliances and investment promotion:	TBD 1992	EC	ISTC	613-941-0239
Japan				
Photonics mission to Japan: companies and research institutes to attend INTEROPTO 92	Jul 1992	Japan	ISTC	613-954-0538
Info technology and electronic products, trade fair, information booth: Electronics Show	Oct 1992	Japan	EAITC	613-996-2460
Mainframe software, trade mission and seminar to:	Jan 1993	Japan	EAITC	613-996-2460
East Asia				
Informatics and software, trade mission from:	Jun 1992	Korea	EAITC	613-943-0897
Electronics, informatics and computers, trade fair, information booth:	Sep 1992	Hong Kong	EAITC	613-995-6962
Telecommunications, trade fair, national stand: Expo Comm '92	Oct 1992	China	EAITC	613-995-6962
Informatics and software, trade mission to:	Nov 1992	Korea	EAITC	613-943-0897
Asia Pacific South				
Computers and software, UNIX trade mission to:	Jun 1992	Australia	EAITC	613-995-7652
CAD-CAM products, trade mission to:	Jun 1992	Australia	EAITC	613-995-7652
Info technology and electronic products, trade fair: AIEE/EEE	Jun 1992	Australia	EAITC	613-995-7652
Info technology and electronic products, trade fair: PC '92	Aug 1992	Australia	EAITC	613-995-7652
Info technology and electronic products, trade mission from:	Aug 1992	India	EAITC	613-996-7256
Info technology and electronic products, buyers in:	Sep 1992	Thailand	EAITC	613-992-0959
Cable and satellite TV products and services, trade mission to:	Sep 1992	Australia	EAITC	613-995-7652
Info technology and electronic products, publication: Catalogue	Sep 1992	India	EAITC	613-996-7256
Telecommunications, trade fair: Philtelecom '92	Sep 1992	Philippines	EAITC	613-995-7659
Telecommunications, trade fair: Comm '92	Oct 1992	India	EAITC	613-996-7256

Activity	Date	Location	Dept.	Contact
Desktop software, trade mission to:	Oct 1992	Australia	EAITC	613-995-7652
Telecommunications, trade mission from:	Feb 1993	Singapore	EAITC	613-996-5824
Telecommunications, trade mission from: Intercom '92	Feb 1993	Australia	EAITC	613-995-7652
Telecommunications market, study:	Mar 1993	India	EAITC	613-996-7256
Africa and the Middle East				
Communications, trade mission to:	TBD 1992	Tunisia	EAITC	613-998-0396
Telecommunications (rural), trade mission from:	TBD 1992	Central Africa	EAITC	613-990-6582
Telecommunications, trade mission to:	Oct 1992	Israel	EAITC	613-993-6983
Telecommunications, trade fair: Saudicom '93	Jan 1993	Saudi Arabia	EAITC	613-993-7043
Latin America and the Caribbean				
Software, trade mission to:	Jul 1992	Colombia, Chile, Venezuela	EAITC	613-996-5358
Strategic alliances in telecommunication industry videoconference:	Jul 1992	Mexico, Latin America & Caribbean	INV CDA	613-992-4916
Telecommunications, trade fair: Comdex '92	Sep 1992	Brazil	EAITC	613-996-6921
Software, trade mission to:	Sep 1992	Costa Rica, Mexico	EAITC	613-995-8742
Telecommunications, trade fair: Caribcom '92	Oct 1992	Puerto Rico	EAITC	613-996-6921
Info technology and electronic products, trade fair: Infoven '92	Oct 1992	Venezuela	EAITC	613-943-8807
Telecommunications, trade fair: Expocomm '93	Feb 1993	Mexico	EAITC	613-996-2268
Central/Eastern Europe and the Commonwealth of Independent States (CIS)				
Telecommunications, trade fair: Telecom '92	Oct 1992	Hungary	EAITC ISTC	613-996-2858 514-283-8884
Multiple Markets				
Videotext and signal encrypt/decoding equipment, trade mission from: Cablexpo	Jun 1992	Canada	EAITC	613-996-5554
International strategic alliances mission to:	Sep 1992	Europe, U.S.	ISTC	613-954-2974
Video conference with USA and Europe (via Laval facilities)	Jan 1993	Montreal, U.S., Europe	ISTC	514-283-8884
International advocacy and technology alliances: seminars on microelectronics and related technologies	ONG 1992	Vancouver	ISTC	613-954-8417
Strategic alliances (telecom and microelectronics):	ONG 1992	Europe, U.S., Mexico	ISTC	613-954-3314

Materials

Exports: \$15 billion

Overview:

- The Materials sector includes primary and fabricated metals, plastics, polymers, and non-metallic mineral products, including ceramics.
- Traditionally, North American firms have been leading producers of basic materials but Japanese/Pacific Rim and European firms are now challenging this position. North American firms, which have led in the production of commodities because of low production costs, are being threatened by new sources of supply, largely from developing countries, which sell well below cost to garner foreign exchange.
- Japanese firms have placed greater emphasis on R&D to shift from being a commodity-based supplier to a "materials" supplier with a new marketing orientation promoting value-added, niche market products.
- Trade barriers and transportation costs make it difficult for Canadian exporters to compete in the European and Japanese markets.
- In the short- and medium-term, economic benefit will accrue from conventional materials and competitive, quality products.
- Multinational suppliers of advanced materials do little R&D in Canada, although a number of small firms are research-intensive. While Canada possesses strengths within certain areas, greater effort will be required to develop the sector's future potential.

Product Strengths:

- Steel, non-ferrous metals, fabricated products, advanced plastic and ceramics.

Priority Markets:

- The U.S. is Canada's priority market, accounting for over 90 per cent of exports.

Key Strategic Priorities:

- encourage further processing of materials in Canada;
- maintain competitiveness through intelligence gathering and market awareness (e.g. Canadian participation in the Organization for Economic Co-operation and Development (OECD) Steel Working Group and in the international nickel, lead/zinc, and copper study groups);
- encourage the application of improved materials in industrial processes and products, promote private sector collaboration and encourage access to foreign technology to improve competitiveness;
- identify, support and broker potential firm-to-firm business deals in advanced materials and processes, internationally;
- encourage the transfer of foreign advanced materials technologies for adoption and application by Canadian manufacturers.

Contact: Materials Branch
Industry, Science and Technology Canada
(613) 954-3081

Activity	Date	Location	Dept.	Contact
United States				
Advanced composites conference and exhibition: ASM	Sep 1992	Chicago	ISTC	514-283-3667
SPI Composites Institute's 48th Annual Conference and Exposition	Feb 1993	Cincinnati	ISTC	514-283-3667
Western Europe				
Plastic processing technology and investment missions and plastics trade fair: K92	Oct 1992	Germany	ISTC	613-954-3011
Building products, joint part, trade fair, information booth: BAU '93	Jan 1993	Germany	EAITC	613-996-5554
Construction/building materials, trade fair, information booth:	Jan 1993	Turkey	EAITC	613-996-5554
Japan				
Building products, trade fair, information booth: Kobe International Housing Fair	Jun 1992	Japan	EAITC	613-996-2463
Dimension stones, trade mission from:	Jul 1992	Japan	ISTC	613-954-3126
Granite, solo show and trade mission:	Oct 1992	Japan	EAITC	613-996-2643
			ISTC	613-954-3126
CONEX '92: polymer composite products trade show	Oct 1992	Japan	ISTC	613-954-3016
Building products, solo show: Osaka	Oct 1992	Japan	EAITC	613-996-2463
Dimension stones, trade mission to:	Nov 1992	Japan	ISTC	613-954-3126
East Asia				
Building and construction products, trade fair, national stand: IBEX '92	Jun 1992	Hong Kong	EAITC	613-995-6962
Building and construction products, trade mission from:	Sep 1992	Hong Kong	EAITC	613-995-6962
Building and construction products, trade mission from:	Oct 1992	Korea	EAITC	613-943-0897
Building and construction products, trade fair: APEX '92	Jan 1993	Hong Kong	EAITC	613-995-6962
Asia Pacific South				
Mining, seminar:	Sep 1992	Philippines	EAITC	613-995-7659
Industrial commodities/inputs marketing, study:	Oct 1992	Pakistan	EAITC	613-996-5903
Central/Eastern Europe and the Commonwealth of Independent States (CIS)				
Mineral, forestry, fisheries and petroleum, trade mission to:	Sep 1992	Russia	EAITC	613-996-2858
Metals, primary and fabricated, trade mission from:	Nov 1992	Romania	EAITC	613-996-2858

Ocean Technologies

Exports: \$400 million

Overview:

- Most companies in the sector are small, privately owned and technologically advanced. Many are export-oriented with internationally recognized expertise.
- R&D and product innovation are key to competitiveness.
- Global demand for marine equipment is expected to be strong over the next decade. Opportunities for Canada will be in niche markets and areas of product strengths. Targeted marketing and intelligence efforts will be required.

Product Strengths:

- Marine equipment, mines countermeasures systems and underwater detection systems, underwater robotics, ocean information systems and cold ocean technologies.

Priority Markets:

- The U.S., Europe and Japan.

Key Strategic Priorities:

- *encourage marketing of complete marine systems packages in the U.S., building on successes already in exporting parts;*
- *promote the formation of strategic partnerships and joint ventures;*
- *exploit opportunities in the European Community, such as:*
 - *numerous European marine research institutes and agencies,*
 - *the European Community's Marine Science and Technology Program,*
 - *huge expenditures on North Sea oil and gas operations;*
- *exploit opportunities in emerging markets, e.g. CIS.*

Contact: Ocean Technologies
Industry, Science and Technology Canada
(613) 954-3398

Activity	Date	Location	Dept.	Contact
United States				
Ocean Technologies, strategic partnering:	TBD 1992	Boston	EAITC	613-993-6577
Marine technology society trade show conference: ROV '92	Jun 1992	San Diego	ISTC	613-954-3398
Strategic alliance with the Great Lakes composite Centre: U.S. Navy Centre of Excellence	ONG 1992	Washington	ISTC	613-954-3428
Western Europe				
Shipping and marine technologies, product and services, trade fair: SMM '92	Sep 1992	Germany	EAITC	613-996-5554
Oceanology, trade mission to:	Oct 1992	France	EAITC	613-996-5554
Ocean Sciences mission to promote Canadian ocean industries technologies:	Nov 1992	Spain, Portugal	ISTC	613-954-3398
Marine equipment, trade fair, information booth:	Nov 1992	Netherlands	EAITC	613-996-5554
Marine leisure, trade fair, information booth: International Boat Show	Jan 1993	U.K.	EAITC	613-996-5554
Investment matchmaking/seminars: ocean technologies	Jan 1993	U.K.	INV CDA	613-995-9259
Japan				
Investment matchmaking/seminars: ocean technologies	Oct 1992	Japan	INV CDA	613-995-9259

Space- and Defence-Related Technologies

(A) Defence Electronics and Space

Exports: \$1.4 billion

Overview:

- Defence electronics and space firms are technology intensive and highly export-oriented and they invest extensively in R&D.
- Many defence electronics firms are closely tied to major U.S. defence contractors.
- Space companies are relatively small and are Canadian-owned.
- The defence electronics sector is under considerable pressure due to shrinking markets and increasing competition.
- The space sub-sector is growing faster than the defence electronics sector overall. Healthy growth rates are expected to continue in the near term but are expected to decline to more normal levels in 1995.

Product Strengths

- Highly specialized defence electronics, dual purpose commercial/defence (avionics, inertial navigation systems), single purpose defence products (military radios, security products), parts and systems used in space, and ground elements for satellite communications, earth observation and space science.

Priority Markets:

- The U.S., Western Europe and Pacific Rim countries.

Key Strategic Priorities:

- *identify and exploit new market opportunities resulting from the significantly changed strategic roles and materials requirements of allied defence systems;*
- *encourage firms within the sector to diversify into other product areas;*
- *promote Canadian access to emerging defence electronics technologies;*
- *encourage the development of strategic alliances.*

Contact: Defence Electronics and Space
Industry, Science and Technology Canada
(613) 954-3415

(B) Marine and Land Defence Systems

Exports: \$1.5 billion

Overview:

- The marine and land defence sub-sector consists of approximately 300 small- to medium-sized companies, including the defence divisions of several multinationals. It is further characterized by specialized defence contractors and sub-contractors who rely on U.S. and global export markets.

Product Strengths

- Wheeled and tracked vehicles, vehicle components, marine equipment, subsea systems, munitions, robotics, security systems and equipment, and "special operations" equipment.

Priority Markets:

- The U.S., Western Europe and Pacific Rim countries.

Key Strategic Priorities:

- *help firms develop new, competitive products and services and improve their marketing capabilities in both the U.S. and global markets;*
- *for larger firms, promote joint ventures and strategic alliances and provide intelligence on markets and emerging technologies;*
- *for smaller firms, promote access to all departmental services and encourage participation in seminars, trade fairs and applicable missions;*
- *capitalize on opportunities arising from U.S. Department of Defence Sharing Arrangements (DDSA) and NATO collaborations and other international agreements and collaborations.*

Contact: Marine and Land Defence Systems Development,
Industry, Science and Technology Canada
(613) 954-3148

Activity	Date	Location	Dept.	Contact
United States				
U.S. Department of Defense projects, publication:	TBD 1992	U.S.	EAITC	613-991-9481
Defence products, briefings:	TBD 1992	Washington	EAITC	613-991-9481
Aerospace and electronics, trade mission to:	TBD 1992	Dayton	EAITC	613-991-9481
Defence products, trade mission to:	Jun 1992	Philadelphia, San Francisco	EAITC	613-991-9481
Communications and electronics, trade mission to:	Jun 1992	New York	EAITC	613-991-9481
Defence products, trade mission to:	Jun 1992	Dallas	EAITC	613-991-9481
Communications and electronics, trade fair: AFCEA	Jun 1992	Washington	EAITC	613-991-9481
Defence products, trade fair, information booth: U.S. Air & Trade Show	Jun 1992	Dayton	EAITC	613-991-9481
ASM Materials Conference:	Aug 1992	San Francisco	ISTC	613-954-3751
Modern Day Marine Show and Exhibition:	Aug 1992	Washington	ISTC	613-954-3208
The World Space Congress, international exhibition:	Aug 1992	Washington	ISTC	514-283-4250
Naval avionics, trade mission to:	Sep 1992	Detroit	EAITC	613-991-9481
Simulation products, trade mission to:	Sep 1992	Boston	EAITC	613-991-9481
Electro-optics, trade mission to:	Sep 1992	Dayton	EAITC	613-991-9481
Defence products, solo show: technology innovation	Sep 1992	Washington	EAITC	613-991-9481
Defence products, seminar:	Oct 1992	Seattle	EAITC	613-991-9481
Defence products, trade mission to:	Oct 1992	Philadelphia	EAITC	613-991-9481
United States Defence Equipment Exposition of the Association of the U.S. Army (AUSA):	Oct 1992	Washington	ISTC	613-954-3208
Space exploration, international exhibition:	Oct 1992	Houston	ISTC	514-283-4250
Naval defence products, trade mission to:	Oct 1992	New York	EAITC	613-991-9481
Aerospace technology, trade mission to:	Oct 1992	Philadelphia	EAITC	613-991-9481
Navy shipbuilding components, trade mission to:	Oct 1992	Atlanta	EAITC	613-991-9481
Defence products, trade mission to:	Nov 1992	Atlanta	EAITC	613-991-9481
Naval avionics, trade mission to:	Dec 1992	Detroit	EAITC	613-991-9481
Communications and electronics, trade mission to:	Jan 1993	El Segundo	EAITC	613-991-9481
Aerospace technology, trade mission to:	Jan 1993	St-Louis	EAITC	613-991-9481
American Defence Preparedness Association Tactical Vehicle Conference:	Feb 1993	Monterey	ISTC	613-954-3208
Defence products, trade mission to:	Feb 1993	St-Louis	EAITC	613-991-9481
Defence products, trade mission to:	Feb 1993	Philadelphia	EAITC	613-991-9481
Defence products, trade fair:	Mar 1993	El Segundo	EAITC	613-991-9481
Defence products, trade mission to:	Mar 1993	San Francisco	EAITC	613-991-9481
Western Europe				
Defence products and protective equipment, trade fair, information booth:	Jun 1992	Sweden	EAITC	613-996-5554
Civilian and military products, system parts, trade fair, information booth: ILA '92	Jun 1992	Germany	EAITC	613-996-5554
Security protection products, trade fair, information booth: Expo Protection	Sep 1992	France	EAITC	514-283-4250
Simulation technology, trade mission from:	Sep 1992	Germany	EAITC	613-996-5554
Defence products, trade mission to:	Oct 1992	Norway	EAITC	613-996-5554
Technospace mission:	Oct 1992	France	ISTC	514-283-4250
Defence/underseas, defence/naval air support equipment, trade fair: Defendory '92	Oct 1992	Greece	EAITC	613-996-5554
Security products and technology, trade fair, information booth: Security '92	Nov 1992	Germany	ISTC	613-954-3789
Defence Oceanology International '93	Mar 1993	U.K.	EAITC	613-996-5554

Activity	Date	Location	Dept.	Contact
Japan				
Space industry mission to:	TBD 1992	Canada	ISTC	613-954-3299
Asia Pacific South				
Securitex 92:	Jun 1992	Hong Kong	ISTC	613-954-2854
Space mission to:	Oct 1992	Australia, East Asia	ISTC	514-283-4250
Asia International Telecommunication Exhibition:	Feb 1993	Singapore	ISTC	514-283-4250
Defence electronics and space marketing mission to:	TBD 1992	Korea	ISTC	613-954-3299
Africa and the Middle East				
Cairo Defence Equipment Exhibition:	Nov 1992	Egypt	ISTC	613-954-3789
Security products and services, trade fair: Astex '92	Dec 1992	Saudi Arabia	EAITC	613-993-7043
			ISTC	613-954-2854

Tourism

Exports: \$7.4 billion

Overview:

- The Canadian tourism industry accounted for \$26 billion in total receipts in 1990 and is Canada's fourth-largest earner of foreign exchange.
- The industry includes more than 60 000 businesses in all regions of the country. About 85 per cent of these are small- and medium-sized.
- Approximately 615 000 direct jobs flow from the tourism industry.
- In 1990, tourism generated \$4.1 billion in investment spending on related infrastructure and contributed \$46 billion in total income to the economy.

Product Strengths:

- Canada's French and English heritage, unique native culture and multiculturalism.
- Reputation for scenery, open space, clean environment, safety and stability.
- Well developed touring corridors.
- Specialty products (e.g. skiing, outdoor adventure, hunting and fishing).
- Larger sophisticated urban centres and appealing urban charm in smaller cities.
- Renowned resorts (e.g. the Rockies, Muskokas, Laurentians, Kananaskis, Whistler).

Priority Markets:

- The U.S. (two-thirds of tourism earnings and 80 per cent of volume), the U.K., France, Japan and Germany. Korea and Taiwan are emerging markets.

Key Strategic Priorities:

Guided by a federal tourism policy, the priorities are to:

- *assess the needs of international travellers and their potential to visit Canada;*
- *gather market intelligence and provide competitive product analysis for industry;*
- *identify opportunities to develop and upgrade Canada's primary product lines;*
- *work with the industry to continue upgrading its skills base;*
- *focus on transportation, especially air services, so that Canada has the greatest possible access to world markets;*
- *work with industry to protect and upgrade Canada's environment;*
- *work to improve the industry's business planning skills while examining, with other governments, ways of reducing the cost of doing business in Canada;*
- *raise awareness of Canada in selected, high-yield markets;*
- *develop partnerships to strategically target identified customer groups.*

Contact: Market Development, Tourism Canada
Industry, Science and Technology Canada
(613) 954-3830

Activity	Date	Location	Dept.	Contact
United States				
Consumer show, Biennial convention: American Association of Retired Persons	Jun 1992	San Antonio	ISTC	613-954-3874
Tourism, showcase:	Jun 1992	New York	EAITC	212-768-2440
NEBS	Oct 1992	New York	ISTC	514-283-4002
Annual convention and marketplace: National Tour Association	Nov 1992	Seattle	ISTC	613-954-3827
Interchanges: Country Inn Operators - Best Business Practices Project	Nov 1992	Boston	ISTC	902-426-9905
Annual marketplace: American Bus Association	Dec 1992	Detroit	ISTC	613-954-3827
NEBS	Jan 1993	Chicago	ISTC	514-283-4002
Tourism, showcase:	Feb 1993	Buffalo	EAITC	716-852-1247
Tourism, showcase: Experience Canada	Feb 1993	Dallas	EAITC	214-922-9806
Tourism, soft advertising market place:	Feb 1993	Boston	EAITC	617-536-1731
Tourism, showcase: Canada on Wheels	Feb 1993	San Francisco	EAITC	415-495-6021
NEBS	Mar 1993	California	ISTC	514-283-4002
Tourism industry: touring package development	ONG 1992	U.S.	ISTC	604-666-1429
Federal Business Travel Program:	TBD 1992	U.S.	ISTC	416-973-5074
Western Europe				
Exhibition: World Travel Mart	Nov 1992	U.K.	ISTC	613-954-3844
East Asia				
Tourism, trade mission from:	Sep 1992	Taiwan	EAITC	613-996-6987
Tourism, trade mission from:	Oct 1992	Korea	EAITC	613-943-0897
Tourism, seminar:	Oct 1992	Korea	EAITC	613-943-0897
Tourism, trade fair:	Oct 1992	Taiwan	EAITC	613-996-6987
Asia Pacific South				
Tourism promotion, trade fair, information booth: Corrobees	Jan 1993	Australia	EAITC	613-996-1052
Multiple Markets				
NEXOS	ONG 1992	Europe, Asia	ISTC	514-283-4002
Public relations and promotions activities to enhance new product awareness and increased sales of Canada's tourism products:	ONG 1992	Global	ISTC	613-954-3830
Strategic marketing alliances with major national and international private sector partners:	ONG 1992	Global	ISTC	613-954-3830
Southern Ontario tourism marketing initiative:	TBD 1992	Toronto	ISTC	416-973-5077
Annual convention and marketplace: U.S. Tour Operators Association	Dec 1992	BC	ISTC	613-954-3827

Urban Transit and Rail

Exports: \$700 million

Overview:

- The sector has two sub-sectors: urban transit and rail.
- Urban transit includes urban and intercity buses, guided vehicle systems such as tramways, subway cars, passenger rail cars, and parts.
- Rail includes freight cars, locomotives, parts, track ballast ploughs and light machinery for serving the track infrastructure.
- Canada is internationally recognized for innovative technology in urban transit equipment.
- The sector faces strong non-tariff barriers and restrictive government procurement practices in major foreign markets (e.g. "Buy America" requirements).
- As most firms offer comparable technology, competitive pricing and financing are particularly decisive factors in deciding who wins major contracts.

Product Strengths:

- The urban transit sub-sector is one of few secondary manufacturing areas where Canadian-owned companies have a strong international presence. Canadian firms are leaders in specialized areas, such as buses using alternative fuels and buses for the physically disabled.

Priority Markets:

- The U.S., South America and Asia.

Key Strategic Priorities:

- *work with industry to overcome conditions imposed by Buy America and other restrictions in the U.S.;*
- *work with industry to promote the transfer of high-speed rail technology to Canada through joint ventures and licences;*
- *work in multinational forums (OECD and GATT) to reduce or eliminate export financing subsidies provided by foreign governments to their industries.*

Contact: Urban Transit and Rail
Industry, Science and Technology Canada
(613) 954-3426

Activity	Date	Location	Dept.	Contact
United States				
Urban transit, trade fair:	Jun 1992	Seattle	EAITC	613-993-5149
Transportation in New England, publication:	Jul 1992	Boston	EAITC	613-993-5149
Urban transit, trade mission from:	Aug 1992	Los Angeles	EAITC	613-993-5149
Railway Supply Expo - 1992, trade-fair:	Sep 1992	Chicago	ISTC	613-954-3432
Urban transit, trade mission from:	Oct 1992	San Francisco	EAITC	613-993-5149
Urban transit, trade mission to:	Dec 1992	San Francisco	EAITC	613-993-5149
Urban transit, trade mission to:	Jan 1993	Detroit	EAITC	613-993-5149
Trucking/transportation, trade mission to:	Mar 1993	El Paso	EAITC	613-993-5149
Urban transit, buyers in:	Mar 1993	U.S.	EAITC	613-993-5149
Western Europe				
Mission to identify firms interested in settling in Canada or strategic alliances:	Sep 1992	France	ISTC	514-283-7386
High speed transport, technical mission to:	Jan 1993	France	ISTC	514-283-7386
East Asia				
Railway equipment, trade mission to:	Sep 1992	China	EAITC	613-995-8744
Transportation equipment and services, trade mission from:	Jan 1993	Hong Kong	EAITC	613-995-6962
Transportation equipment and services, trade fair, information booth: Intertraffic	Feb 1993	Taiwan	EAITC	613-996-6987
Africa and the Middle East				
Transportation system, trade mission to:	Nov 1992	Maghreb	EAITC	613-990-8134

Various/Multi-Sectoral

Activity	Date	Location	Dept.	Contact
United States				
Market opportunity development reports, study:	TBD 1992	Washington	EAITC	613-993-6577
Western Canada business exchange conference: WED/INC Magazine	Jun 1992	U.S.	INV CDA	613-992-4916
Eighth Annual Yukon trade mission to:	Oct 1992	Alaska	ISTC	403-668-4655
Program 456 study mission: prepare U.S. marketing plan for clients	Feb 1993	Minneapolis	ISTC	306-975-4343
Technology transfer mission: NEBS mission (40)	Feb 1993 ONG 1992	Florida U.S.	ISTC ISTC	416-973-5059 514-283-3249
Western Europe				
Horizontal fair, trade fair:	Sep 1992	Greece	EAITC	613-996-5554
Infrastructure procurement, trade mission to:	Nov 1992	Germany	EAITC	613-996-5554
Home security, fire fighting, oil spill, safety, trade fair, information booth: Segurex	Jan 1993	Portugal	EAITC	613-996-5554
Agriculture, fish, food/communication and power generation, trade mission to:	Jan 1993	Norway	EAITC	613-996-5554
Japan				
Strategic alliances/investment opportunities, venture capital and Canadian technology intensive firms:	Oct 1992	Japan	INV CDA	613-992-4916
Fisheries biotechnology mission - Surimi:	Oct 1992	Japan	ISTC	709-772-4910
Investment matchmaking - GBOC:	Oct. 1992	Japan	INV CDA	613-992-4916
East Asia				
Strategic alliances/investment opportunities, venture capital and Canadian technology intensive firms:	Oct 1992	Korea, Taiwan	INV CDA	613-992-4916
High tech, investment, tourism, solo show:	Feb 1993	Korea	EAITC	613-943-0897
Asia Pacific South				
Pacific South Seminar on investment opportunities in Canada:	Jun 1992	Hong Kong	INV CDA	613-992-4916
Third ASEAN Science & Technology, trade mission to:	Sep 1992	Singapore	EAITC	613-996-5824
Workshops on investment in Canada:	Sep 1992	Singapore	INV CDA	613-992-4916
Strategic alliances/investment opportunities, venture capital and Canadian technology intensive firms:	Oct 1992	Singapore	INV CDA	613-992-4916
Seminar on investment opportunities in Canada:	Feb 1993	Korea	INV CDA	613-992-4916
Africa and the Middle East				
All products except military equipment, trade fair:	Sep 1992	Syria	EAITC	613-993-6983
All products except military equipment, trade fair:	Oct 1992	Iran	EAITC	613-993-7029
All products except military equipment, trade fair:	Nov 1992	Bahrain	EAITC	613-993-6847
All products except military equipment, trade mission to:	Nov 1992	Israel	EAITC	613-993-6983
All products except military equipment, trade fair:	Jan 1993	United Arab Emirates	EAITC	613-993-6847
All products except military equipment, trade fair: International Trade Fair	Feb 1993	Egypt	EAITC	613-998-0396

Activity	Date	Location	Dept.	Contact
Latin America and the Caribbean				
Canadian investment opportunities seminar series:	Sep 1992	Mexico	INV CDA	613-992-4916
Business opportunities in Mexico seminar series: Canada	Nov 1992	Latin America, Caribbean	INV CDA	613-992-4916
Construction and others, trade fair: Expocomer '93	Mar 1993	Panama	EAITC	613-996-6921
Central/Eastern Europe and the Commonwealth of Independent States (CIS)				
Forestry, mining, transportation, consulting services and fishing, mission to:	Jul 1992	Russia	ISTC	604-666-1437
Industrial products, trade fair: International Autumn fair:	Sep 1992	Yugoslavia	EAITC	613-996-2858
Partnering and commercial mission to:	Sep 1992	East Europe	ISTC	514-283-8051
All products except military equipment, trade fair: TIB '92	Oct 1992	Romania	EAITC	613-996-2858
Industrial, construction and sector goods, trade fair: Spring Fair	Mar 1993	Hungary	EAITC	613-996-2858

POLICY PRIORITIES, PROGRAMS AND SERVICES

The following section provides a summary of the Government's main international priorities in the trade, technology and investment areas. It also summarizes the major trade, technology and investment programs and services in EAITC, ISTC and Investment Canada that exist to serve Canadian business.

POLICY PRIORITIES

Trade

- to achieve a comprehensive and balanced outcome to current multilateral negotiations aimed at a major updating and extension of GATT, and the creation of an effective World Trade Organization (WTO);
- to implement, manage and expand the provisions of the Canada-U.S. FTA;
- to participate in negotiations with the United States and Mexico with a view to negotiating a beneficial trilateral NAFTA;
- to remain in the forefront of efforts in multilateral forums (e.g. OECD and GATT) and to ensure that trade rules strike the right balance between trade and economic growth, on one hand, and environmental responsibilities on the other;
- to promote Canadian interests and develop an open rules-based system within the Asia Pacific Economic Co-operation forum;
- to review the Canadian General Preferential Tariff (GPT) governing the access of goods from developing countries into the Canadian market; and
- to ensure that OECD Consensus Guidelines on Export Finance serve Canadian interests.

Investment and Technology

- to promote a more liberal international investment regime, particularly among OECD countries;
- to seek an improved international regime governing intellectual property rights via GATT and other multilateral forums; and
- to continue to expand and improve Canada's network of bilateral tax and investment protection agreements.

TRADE, TECHNOLOGY AND INVESTMENT PROGRAMS

Program for Export Development (PEMD)

This program provides financial assistance (up to 50 per cent of eligible expenses) to Canadian exporters with the objective of increasing export sales of goods and services. Under the program, the Government shares the cost of export marketing activities that companies could not, or would not, undertake alone, thereby reducing the risks in entering a foreign market. "Export ready" firms can undertake or participate in a variety of trade promotion activities, including foreign trade fairs, overseas visits, customer trips to Canada and the preparation of project bids. The program seeks to be responsive to the needs of the private sector, particularly small- and medium-sized enterprises.

Japan Science and Technology Fund (JSTF)

The main objective of the JSTF is to develop science and technology (S&T) links between Canada and Japan, leading to joint technology development and strategic partnerships in S&T, with emphasis on key sectors of domestic priority. Funded activities include researcher visits and exchanges, co-operative projects (such as allowing Canadian firms to participate in pre-competitive and commercial co-operative research with their counterpart industries in Japan), and institutional support (seminars, workshops, etc.).

Investment Development and Going Global Investment Programs

These programs provide information services to international investors initiating or expanding investment in Canada; international investment and strategic partner match-making services to Canadian firms, especially small- and medium-sized enterprises; and strategic information services to Canadian firms seeking to obtain expanded roles from their overseas parents.

Defence Industry Productivity (DIPP)

DIPP is the principal government program that supports participation by Canadian defence-related and aerospace companies in leading-edge international programs. Priorities continue to be based on the merits of projects initiated by the private sector.

Export Orientation Programs

These programs help small- and medium-sized Canadian companies expand into selected export markets. New Exporters to Border States (NEBS) is aimed at companies that have not previously exported. Participants may be invited to a Canadian trade office across the U.S. border for a one- or two-day course on the entire process of exporting. Experts give information on documentation and customs procedures, banking, insurance, agents, distributors and other topics. A similar program, New Exporters to the U.S. South (NEXUS) provides information and contacts for companies that wish to expand their U.S. sales beyond one regional market.

EAITC Tourism Program

This program provides strategic direction and primary funding for market development activities delivered by Canadian posts abroad. Posts assist the Canadian tourism industry by providing market information and intelligence, facilitating market access, and distributing information on Canadian products and services.

Strategic Technologies Program (STP)

Three strategic technology fields have been targeted for assistance: advanced industrial materials, biotechnology and information technologies (including artificial intelligence). The program encourages and supports pre-competitive R&D alliances and technology application alliances, which lead to the development and application of the technology.

Advanced Manufacturing Technology Application Program (AMTAP)

This program provides assistance to taxable corporations, engaged in manufacturing or processing in Canada, to conduct feasibility studies that will lead to a significant improvement in their manufacturing processes.

Microelectronics and Systems Development Program (MSDP)

This program encourages Canadian research and development by sharing with companies the risk of developing appropriate advanced microelectronic and advanced information technologies and systems.

Forest Products Co-operative Overseas Market Development Program (COMDP)

This program is based on tripartite agreements among the Government of Canada, individual provinces and certain wood products industry associations, with the objective to expand and protect overseas markets for solid wood products.

Technology Outreach Program (TOP)

This program contributes financial support to technology centres that are external to the federal government, so they can provide national services that accelerate the acquisition, development and diffusion of technology and critical management skills to industry, particularly small- and medium-sized enterprises. Applicants must be incorporated Canadian non-profit organizations. TOP provides three types of support: start-up funds, sustaining funds, and funds for hiring a consultant to conduct a feasibility study of proposed new centres.

DISTCcovery Program

DISTCcovery accelerates technology diffusion by providing specific technology licensing opportunities in Canada and worldwide. The program offers a library of Canadian and foreign technology/products directories, brochures and newsletters, and a user-friendly computer data base of business ideas, products, processes and services sourced in Canada and throughout the world.

RELATED SERVICES

The Trade Commissioner Service

Trade commissioners represent the interests of Canadian companies in over 125 cities abroad. Assisted by locally hired commercial officers, they have an understanding of local markets, business practices, purchasers and future opportunities. Their familiarity with Canadian capabilities and their ability to "open doors" enable them to successfully serve the interests of Canadian firms. In addition, science and technology and investment counsellors are assigned to certain priority regions to promote incoming technology and investment.

Trade commissioners perform many tasks for Canadian companies, from identifying potential foreign agents to helping solve problems with overdue accounts. They should always be a first point of contact for those doing business abroad.

International Trade Centres (ITCs)

The 12 International Trade Centres across Canada are often the human face of the Government to the exporting community. They provide hands-on assistance and training to companies needing help to enter export markets. Objectives include better co-ordination of federal/provincial initiatives and increased promotion of the importance of trade and investment matters.

ISTC Business Service Centres

These centres offer clients the following services: a reference and video library; publications on a variety of subjects; industry profiles and market intelligence reports; access to computer data bases such as BOSS (Business Opportunities Sourcing System); and self-diagnostic software programs to assist clients in technology, market- and business-related opportunities.

Geographical and Sectoral Marketing Expertise

Trade development in the federal government is designed to enhance Canada's access to foreign markets through multilateral and bilateral trade negotiations, and to provide programs and support to Canadian companies to complement their export marketing endeavours. Geographic and sectoral marketing divisions in Ottawa act as the information source on international prospects for specific products, while information on specific countries is also available.

Investment Services

The Government of Canada helps Canadian companies seeking international investment and partnerships, as well as overseas companies seeking partners and investment in North America. Investment counsellors and other investment specialists are available through Canadian posts in key business markets. ISTC's Business Service Centres provide local access to opportunities in all regions of Canada. Investment Canada's Investor Services group, in co-operation with EAITC, ISTC, and provincial and municipal governments, also responds to the information needs of investors from around the world.

Export Development Corporation (EDC)

The EDC provides a full range of financing, insurance and guarantee services to Canadian exporters of any size. With offices across Canada, the EDC reduces financial risks associated with export sales and foreign investments, and finances the purchase of Canadian exports by foreign buyers.

Export Information

A fully computerized World Information Network (WIN Exports) system is in place to serve Canadian trade commissioners serving abroad. This electronic data base is being expanded to include provincial trade ministries and the business community. Export trade information is available from InfoExport Hotline. National toll-free assistance is available at 1-800-267-8376.

Publications

EAITC, ISTC and Investment Canada all provide publications to inform Canadians of their programs, services and activities. Examples include: *CANADEXPORT*, published twice monthly; the *International Trade Centres Directory*; *ISTC's Programs and Services Catalogue*; and Investment Canada's quarterly newsletter *Investing in Canada*. They also provide a series of practical guides on how to identify — and take advantage of — market opportunities abroad. Included are country market guides; the *Doing Business in ...* series, which provides market information on 40 different countries; *Export Guide - A Practical Approach*; and *Moving Into Europe* (Strategic Partnering).

CONCLUSION

TRADING SMARTER THROUGH CO-ORDINATED POLICIES AND PRACTICAL PARTNERSHIPS

With this document, we have attempted to increase awareness of the challenges facing Canadians in a fast-changing, complex global economy, and of the current federal plans to help Canadian firms meet these challenges. It is part of our ongoing effort to promote an outward-looking trading culture in Canada based on a practical partnership between industry and government. To promote such a partnership and to maximize the relevance and effectiveness of government programs, an ongoing dialogue is required. Your comments on federal policies, programs and activities are welcome. A list of federal contacts in your region follows.

APPENDIX A

FEDERAL GOVERNMENT CONTACTS

International Trade Centres/ISTC Business Service Centres

The federal government's International Trade Centres (ITCs) are operated jointly by External Affairs and International Trade Canada (EAITC) and Industry, Science and Technology Canada (ISTC). Located within ISTC Regional Offices, ITCs provide "one-stop" trade services to both new and experienced Canadian exporters.

ISTC has also established *Business Service Centres* across Canada to provide business clients with a gateway to ISTC services, information products, programs and expertise.

ST. JOHN'S, NEWFOUNDLAND

International Trade Centre
Tel: (709) 772-5511
Fax: (709) 772-2373

ISTC Business Service Centre
Tel: (709) 772-ISTC
Fax: (709) 772-5093

CHARLOTTETOWN, PRINCE EDWARD ISLAND

International Trade Centre
Tel: (902) 566-7443
Fax: (902) 566-7450

HALIFAX, NOVA SCOTIA

International Trade Centre
Tel: (902) 426-7540
Fax: (902) 426-2624

ISTC Business Service Centre
Tel: (902) 426-ISTC
Fax: (902) 426-2624

MONCTON, NEW BRUNSWICK

International Trade Centre
Tel: (506) 851-6452
Fax: (506) 851-6429

ISTC Business Service Centre
Tel: (506) 857-ISTC
Fax: (506) 851-6429

MONTREAL, QUEBEC

International Trade Centre
Tel: (514) 283-8185
Fax: (514) 283-3302

ISTC Business Service Centre
Tel: (514) 283-8185
Fax: (514) 283-3302

TORONTO, ONTARIO

International Trade Centre
Tel: (416) 973-5053
Fax: (416) 973-8161

ISTC Business Service Centre
Tel: (416) 973-ISTC
Fax: (416) 973-8714

WINNIPEG, MANITOBA

International Trade Centre
Tel: (204) 983-8036
Fax: (204) 983-2187

ISTC Business Service Centre
Tel: (204) 983-ISTC
Fax: (204) 983-2187

SASKATOON, SASKATCHEWAN

International Trade Centre
Tel: (306) 975-5315
Fax: (306) 975-5334

ISTC Business Service Centre
Tel: (306) 975-4400
Fax: (306) 975-5334

REGINA, SASKATCHEWAN

International Trade Centre
Tel: (306) 780-5020
Fax: (306) 780-6679

EDMONTON, ALBERTA

International Trade Centre
Tel: (403) 495-2944
Fax: (403) 495-4507

ISTC Business Service Centre
Tel: (403) 495-ISTC
Fax: (403) 495-4507

CALGARY, ALBERTA

International Trade Centre
Tel: (403) 292-6660
Fax: (403) 292-4578

ISTC Business Service Centre
Tel: (403) 292-4575
Fax: (403) 292-4578

VANCOUVER, BRITISH COLUMBIA

International Trade Centre
Tel: (604) 666-0434
Fax: (604) 666-8330

ISTC Business Service Centre
Tel: (604) 666-0266
Fax: (604) 666-0277

WHITEHORSE, YUKON

Tel: (403) 668-4655
Fax: (403) 668-5003

YELLOWKNIFE, NORTHWEST TERRITORIES

Tel: (403) 920-8568
Fax: (403) 873-6228

Industry, Science and Technology Canada

235 Queen Street
Ottawa, Ontario
K1A 0A5
National Headquarters
Tel: (613) 952-ISTC

Investment Canada

P.O. Box 2800, Station D
Ottawa, Ontario
K1P 6A5
Investment Promotion and Investor Services
Tel: (613) 992-4916

Investment Prospecting
Tel: (613) 995-9259

External Affairs and International Trade Canada

125 Sussex Drive
Ottawa, Ontario
K1A 0G2
InfoExport (Trade Information)
Tel: 1-800-267-8376 (toll free)
Tel: (613) 993-6435
Fax: (613) 996-9709

International Marketing Bureau

Advanced Technology Division (TAE)
Tel: (613) 996-1891

- telecommunications, data communications, broadcast and cable, computer-based technologies (hardware and software), instrumentation, remote sensing (including geomatics)

Aerospace and Defence Programs Division (TAG)
Tel: (613) 996-3437

- market development of defence equipment, aerospace, space and marine products; management of NATO and bilateral defence procurement agreements

Agri-Food, Fisheries and Resources Division (TAA)
Tel: (613) 996-3537

- primary agricultural products, processed foods, beverages, fish and seafood, forest products, metals, minerals, chemicals (including pharmaceuticals), petroleum products and biotechnology

Secondary Industries Division (TAC)
Tel: (613) 996-0550

- primary and secondary industries, machinery and equipment, transportation, environmental, power and energy, automotive and consumer products

Financial and Business Services Division (TPF)
Tel: (613) 996-6210

- Export financing and insurance co-ordination (liaison with Export Development Corporation (EDC) and processing of Canada Account applications); liaison with financial services firms, legal profession, accountants, consulting engineers, architects, construction industry, international financial institutions, CIDA-INC, capital projects

APPENDIX B

ABBREVIATION TABLE

CIS	Commonwealth of Independent States
EAITC	External Affairs and International Trade Canada
EC	European Community
FTA	Free Trade Agreement
GATT	General Agreement on Tariffs and Trade
GDP	Gross Domestic Products
GPT	General Preferential Tariff
ISTC	Industry, Science and Technology Canada
ITC	International Trade Centre
MTN	Multilateral Trade Negotiations
NEBS	New Exporters to Border States
NEXUS	New Exporters to the U.S. South
NAFTA	North American Free Trade Agreement
NATO	North American Treaty Organization
OECD	Organization for Economic Co-operation and Development
R & D	Research and Development
S & T	Science and Technology
WTO	World Trade Organization

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