

STATEMENT DISCOURS



TALKING POINTS FOR THE
HONOURABLE PIERRE DE BANÉ,
MINISTER FOR EXTERNAL RELATIONS,
DURING HIS MEETING WITH
THE NEWS MEDIA ON
JULY 22, 1982

Participation in Trade Fairs

Every year we make arrangements for Canadian firms to participate in about forty trade fairs in the United States. On the average, nearly one-quarter of the companies involved are from Quebec, and a proportionate amount of the budget is allocated to them. Thus Quebec is second among the provinces, after Ontario, in participation in fairs sponsored by the Federal Government.

In regard to the West Coast states, last year we organized participation in four large fairs in which Quebec firms accounted for 21% of the Canadian contingent.

Quebec's share in this program seems to be quite in line with the position of Quebec industry in the Canadian economy.

Program for Export Market Development (PEMD)

From the time this program was started in April 1971 until April 1981, 4,978 applications for aid were received from Quebec firms --27.5% of the total for Canada. The amounts approved for these firms totalled \$35,338,000, or 35.6% of the national total. During this same ten-year period, 21.1% of the applications had to do with the US market, and the number of US-related applications has increased considerably since 1979, rising to 35.4% of all applications in 1980-81.

Market Studies and Export Education Seminars

By way of example, last October and December we held seminars on outlets for certain Canadian millwork products in Southern California, and on the possibilities

of exporting Canadian-made woodworking machines to California. These seminars were designed for Quebec and Ontario firms. In the first - on millwork products - sixteen of a total of twenty firms were from Quebec. In the second - on woodworking machines - five of the eight participating companies were from Quebec. These examples illustrate the interest shown by Quebec firms in our initiatives to increase Canadian exports on the US market, especially in the West Coast region.

Services Provided by our Consulates in the United States

Our consulates in the United States lend their assistance to many Quebec businessmen in their promotional work on the American market, and we are convinced that they are entirely satisfied with the services being provided. The comments of the Quebec officials responsible for trade with the United States and those of the commercial advisers in the Quebec delegations to the United States support this conviction. A high degree of cooperation exists between our trade expansion services and those of the Quebec Department of Industry, Trade and Tourism, and between our Trade Commissioners and Quebec's delegates in the various regions of the United States. We have not received a single complaint from a Quebec businessman in this regard.

Quality of the Relations Between Federal and Provincial Commercial Officers

Close cooperation exists between the officers of the Canadian Government who are concerned with export promotion and their counterparts in the various provinces, including Quebec. The main responsibility for the link with the provinces in this area lies with the regional offices of the new Department of Regional Industrial Expansion, but traditionally close and very active relations

have also existed between the trade expansion people in Ottawa and their provincial counterparts. The provincial officials visit Ottawa periodically, and our officials visit the provinces with equal frequency for consultations with their provincial counterparts. These consultations have to do with setting priorities on both sides, planning promotional programs and working together to implement them in order to use our resources and our expertise better. To illustrate, the consultations touch on matters such as trade fair programs, applications for PEMD assistance so as to avoid duplication with the existing programs in certain provinces, and seminars in which provincial representatives are invited to participate. In addition to the visits that generally occur three or four times a year with the provinces most involved in international trade, a good deal of discussion takes place by telephone.

This cooperation also exists between our Trade Commissioners abroad and the provincial officers, especially in the United States, where there are many provincial delegations. We are in touch almost daily with many of the provincial agents.

The quality of cooperation between us and the Quebec external trade people is no different from the other provinces. It is not affected by political factors. Its purpose is to provide better coordination of activities and better use of resources and to provide a service for the businessman wishing to work in a given market.

In 1979, Quebec's exports were \$13.4 billion, or 22% of the gross domestic product, and in 1980 they rose to \$17.2 billion, or 25% of the GDP. In 1981, 22% of all Canadian exports were from Quebec.

The activities of the EDC attained new heights in 1981. Our \$4.4 billion turnover was an increase of 26% over 1980. In 1981, Quebec-based businesses shared 35%, or \$1.55 billion, of the total.

Also indicative of the EDC's activities in Quebec are the export contracts that are reviewed for Canadian content. In 1981, the EDC approved contracts valued at over \$2 billion. Of these, 40%, or \$800 million worth, went to Quebec companies. We calculate this to represent 25,000 person-years of employment for Quebec.

The loans made to Quebec companies by the EDC rose to \$298 million in 1980 and \$344 million in 1981.

Statistics show that in 1981, 56% of Quebec's exports were sent to the United States. We estimate, however, that some 80% of manufactured products exported from Quebec went south to the United States.

The most recent statistics - those for May 4, 1982 - show that 49.1% of CIDA cooperants, or 221 in number, are from Quebec. The total contractual commitments made between CIDA and individuals from Quebec amount to some \$16,575,000.

Ottawa-Quebec Cooperation

Quebec has been able to form many relations with other countries with the cooperation of the Federal Government. Quebec accounts for almost half of the provincial delegations abroad, and our embassies and consulates cooperate with these

delegations by helping them to obtain administrative privileges that will make it easier for them to function. In matters of immigration, trade, tourism and investment promotion, Quebec has been able to rely on the cooperation of the federal services in Canada and abroad; Quebec has formed a vast network of privileged relations with France in the cultural, technical and economic fields - the Federal Government has required only that these relations, while being "direct", not be "separate"; Quebec has obtained participating government status in the Agency for Cultural and Technical Cooperation through the consent given by the Federal Government to this unique innovation in the annals of international relations; Quebec has been invited to join a number of Canadian delegations to international conferences and, with the cooperation of Ottawa, Quebec has received a large number of high-ranking foreign visitors, including heads of state and government.