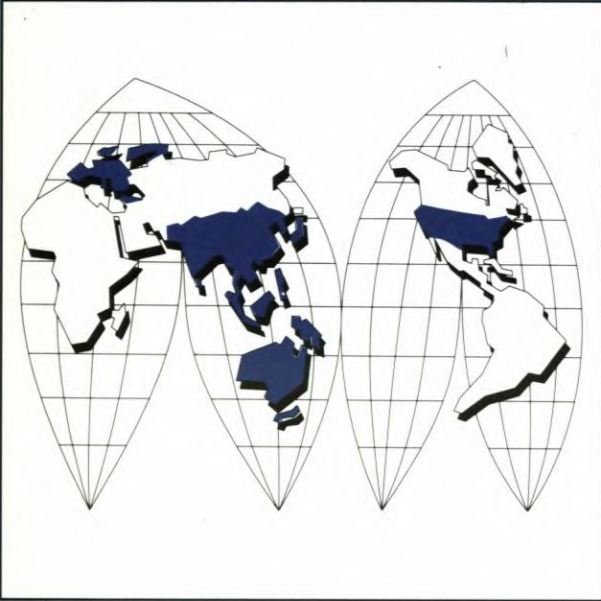


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# CANADA: GOING GLOBAL

## GUIDE TO PROGRAMS AND SERVICES



External Affairs and  
International Trade Canada

Canada



External Affairs and  
International Trade Canada

Affaires extérieures et  
Commerce extérieur Canada



### List of Trade Shows and Promotional Events in Europe during 1990-91

For information and assistance on *GOING GLOBAL* call *Info Export* toll-free 1-800-267-8376 (Ottawa callers: 993-6435) or write, Info Export Division (BTCE), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa, Ontario K1A 0G2.

### ADVANCED TECHNOLOGY PRODUCTS, SYSTEMS and SERVICES

#### SWISSDATA '90

*Information processing*  
Basel, Switzerland  
4-8 September 1990

#### SMAU

*Office automation systems and supplies*  
Milan, Italy  
4-8 October 1990

#### SYSTEC

*Computer technology, products and services*  
Munich, FRG  
22-26 October 1990

#### ORGATECHNIK '90

*Computer technology, office supplies and equipment*  
Cologne, FRG  
25-30 October 1990

#### Communications '90

*Telecommunications equipment for business and broadcasting*  
Istanbul, Turkey  
31 October - 4 November 1990

#### Electronica

*High-technology electronics*  
Munich, FRG  
6-11 November 1990

#### Telecom '91

*Business communications and information processing*  
Paris, France  
February 1991

#### CeBIT '91

*Computer technology*  
Hannover, FRG  
13-20 March 1991

### AGRICULTURE and FOOD PRODUCTS

#### Royal Agricultural Show

*Cattle*  
Stoneleigh, UK  
2-5 July 1990

#### Hortexpo '90

*In conjunction with the 23rd Congress of the International Society for Horticultural Science*  
Florence, Italy  
27 August - 1 September 1990

#### International Trade Exhibition of Agriculture and Food Industry

*Agriculture and food*  
Budapest, Hungary  
31 August - 9 September 1990

#### SIAL '90

*Food Products*  
Paris, France  
22-26 October 1990

#### Agrotecia

*Agricultural technology*  
Athens, Greece  
3-10 February 1991

#### SIA '91

*Cattle and animal biotechnology*  
Paris, France  
5-12 March 1991

#### Fieragricola

*Canadian seed potatoes, semen, seeds, implements*  
Verona, Italy  
10-17 March 1991

### CONSTRUCTION and RELATED PRODUCTS and SERVICES

#### ISPO '90

*Sporting goods and equipment*  
Munich, FRG  
4-7 September 1990 (Fall fair)

#### Feira A.N.M.P. '90

*Municipal services and waste disposal technology*  
Lisbon, Portugal  
30 September - 7 October 1990

#### Frankfurt Book Fair

*General books*  
Frankfurt, FRG  
3-8 October 1990

#### Boot '91

*International boat show and equipment*  
Dusseldorf, FRG  
19-27 January 1991

#### Domotechnica '91

*Home and kitchen appliances and technology*  
Cologne, FRG  
19-22 February 1991

#### ISPO '91

*Sporting goods and equipment*  
Munich, FRG  
21-24 February 1991 (Spring fair)

#### Batibouw '91

*Building renovation and decoration products and technology*  
Brussels, Belgium  
28 February - 10 March 1991

#### SIG '91

*Winter sports equipment*  
Grenoble, France  
3-6 March 1991

#### International Hardware Fair

*Tools, locks, fittings, DIY supplies*  
Cologne, FRG  
3-6 March 1991

### DEFENCE PROGRAM, PRODUCTS and RELATED EQUIPMENT

#### Defendory '90

*Defence equipment, electronics, automotive products*  
Piraeus, Greece  
2-6 October 1990

#### Security '90

*Security equipment*  
Essen, FRG  
20-23 November 1990

**Defence Oceanology  
International**  
*Civilian and military ocean  
science and technology*  
Brighton, UK  
6-8 March 1991

**EDUCATION,  
TRAINING, MEDICAL,  
HEALTH CARE and  
RELATED PRODUCTS  
and SERVICES**

**IFAS**  
*Medical and hospital equip-  
ment and technology*  
Zurich, Switzerland  
6-9 November 1990

**Medica/Biotech '90**  
*Medical equipment and tech-  
nology*  
Dusseldorf, FRG  
21-24 November 1990

**FOREST  
PRODUCTS and  
RELATED EQUIPMENT  
and SERVICES**

**BAU '91**  
*Building and renovation mate-  
rials and systems*  
Munich, FRG  
16-22 January 1991

**GENERAL**

**Greek International Fair**  
*General public trade fair*  
Athens, Greece  
8-17 September 1990

**Zagreb International Autumn  
Fair**  
*General public trade fair*  
Zagreb, Yugoslavia  
17-23 September 1990

**Bucharest  
International Fair**  
*General trade fair*  
Bucharest, Romania  
13-21 October 1990

**INDUSTRIAL MACHIN-  
ERY, EQUIPMENT and  
SERVICES**

**Selkhozteknika '90**  
*Agricultural machinery and  
equipment*  
Moscow, USSR  
4-13 September 1990

**Brno International  
Engineering Fair**  
Brno, Czechoslovakia  
12-20 September 1990

**Metav '90**  
*Manufacturing technologies  
and automation*  
Dusseldorf, FRG  
9-13 October 1990

**Interplas '90**  
*Plastics and rubber machin-  
ery*  
Birmingham, UK  
19-23 November 1990

**Pollutec**  
*Waste management and envi-  
ronmental technology*  
Lyon, France  
20-23 November 1990

**OIL and GAS  
PRODUCTS, EQUIP-  
MENT and SERVICES**

**ONS '90**  
*Offshore, northern seas oil  
and gas equipment*  
Stavanger, Norway  
28-31 August 1990

**International Shipping and  
Marine Technology Market**  
*Shipping and marine  
technology*  
Hamburg, FRG  
25-29 September 1990

**TRANSPORTATION  
SYSTEMS and  
EQUIPMENT**

**Automechanika '90**  
*Automobile servicing and  
after-sales equipment*  
Frankfurt, FRG  
11-16 September 1990

**Moscow Aerospace '90**  
*Airport design, construction,  
equipment, operation*  
Moscow, USSR  
21-26 September 1990

**SPECIAL EVENTS**

**Atlantic Canada Focus on  
Europe 1992**  
Seminars in Halifax, N.S. and  
St. John's, Newfoundland  
Date to be announced

**Workshops on Europe 1992**  
Quebec and Ontario  
Dates to be announced

**Conferences on Europe 1992**  
Vancouver, B.C.; Quebec, P.Q.;  
Regina, Sask.  
September 1990  
Toronto, Ontario  
October 1990

**Workshop on New Public  
Procurement Regulations in  
Europe**  
*Telecommunications, trans-  
portation, water*  
November 1990

**Europe 1992 Seminars**  
Winnipeg, Saskatoon,  
Moncton, Charlottetown  
Fall 1990, Winter 1991

**Workshops on Standards-Certi-  
fication Procedures**  
10 workshops held across  
Canada  
January 1991 - May 1991

**Workshops on Strategic  
Alliances**  
*Why, when and how to choose  
a European partner*  
10 workshops held across  
Canada  
February 1991 - June 1991

**Workshops on the Environ-  
ment Industry and Europe  
1992**  
Quebec, Ontario, Alberta  
March 1991

# ASIA-PACIFIC



## List of Trade Shows and Promotional Events in Asia and the Pacific Rim during 1990-91

For information and assistance on GOING GLOBAL call Info

Export toll-free

1-800-267-8376

(Ottawa callers:

993-6435) or write,

Info Export Division (BTCE), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa, Ontario K1A 0G2.

## ADVANCED TECHNOLOGY PRODUCTS, SYSTEMS and SERVICES

### Telecom Users Association of New Zealand Conference and Exhibition

Telecommunications equipment  
New Zealand  
August 1990

### Electronic 90 Trade Fair

Electronics and telecommunications equipment  
Delhi, India  
5-11 September 1990

### Catalogue Show

General literature, brochures, videos  
Chittagong, Bangladesh  
September 1990

### Phil Telecom Fair '90 Exhibition

Telecommunications  
Manila, Philippines  
11-15 September 1990

### Instrumentation and Electronic Control Technological Equipment Show

Electronics and instrumentation  
Beijing, China  
27 October - 2 November 1990

### Korea Electronics Show

Electronics  
Seoul, Korea  
October 1990

### Techno Ocean '90

High-Technology oceanographic equipment  
Osaka, Japan  
14-17 November 1990

### Philippines Associations of Broadcasters Annual Meeting

Manila, Philippines  
November 1990

### EXPO COMM CHINA 90

Telecommunications trade fair  
Beijing, China  
8-13 November 1990

### Instrumentation Indonesia

Jakarta, Indonesia  
13-17 November 1990

### Canadian Hi-Tech Fair

Environmental, energy and communications technology  
Bangkok, Thailand  
15-20 January 1991

### 9th Indian Engineering Trade Fair

High-technology  
Delhi, India  
10-17 February 1991

### Communications Technology Trade Show

Communications equipment  
Jakarta, Indonesia  
27 February - 2 March 1991

### Catalogue Show

General literature, brochures, videos  
Dhaka, Bangladesh  
March 1991

### PC 91

Computer show  
Australia  
March 1991

## AGRICULTURE and FOOD PRODUCTS

### Fall Solo Food Show

Agricultural/fish/food products  
Osaka, Japan  
September 1990

### Kobe Import Fair

Agricultural and consumer products  
Kobe, Japan  
22-25 November 1990

### Malaysian International Livestock Show

Agriculture and cattle  
Kuala Lumpur, Malaysia  
9-12 October 1990

### Packaging and Food Processing Trade Show

Jakarta, Indonesia  
13-17 November 1990

### Solo Food Show

Food products  
Manila, Philippines  
Fall 1990

### Agrotech

Agricultural technology  
Bangkok, Thailand  
21-24 January 1991

### Foodex '91

Food products  
Tokyo, Japan  
13-17 March 1991

### Spring Solo Food Show

Agricultural/fish/food products  
Osaka, Japan  
March 1991

### Solo Food Show

Food products  
New Zealand  
March 1991

### Taste of Canada

In-store food promotion  
New Zealand  
March 1991

## CONSTRUCTION and RELATED PRODUCTS and SERVICES

### Japan Build '90

Home construction products  
Tokyo, Japan  
November 1990

### Solo Building Products Show

Manufactured wood and building products  
Osaka, Japan  
October 1990

### Log Homes Mini-Show

Log home materials and techniques  
Tokyo, Japan  
March 1991

## DEFENCE PRODUCTS and RELATED PROGRAMS and EQUIPMENT

### Japan International Aerospace Exhibition

High-technology, aerospace, defence  
Tokyo, Japan  
February 1991

**EDUCATION and  
TRAINING, HEALTH  
CARE and MEDICAL  
PRODUCTS**

**Medic Asia**  
Singapore  
17-20 September 1990

**Education World 90**  
*Training and education in  
Indonesia*  
Jakarta, Indonesia  
13-17 November 1990

**JETRO Import Fair:  
Health Care '91**  
*Medical, therapeutic and  
health care products*  
Tokyo, Japan  
12-15 March 1991

**FOREST PRODUCTS  
EQUIPMENT and  
SERVICES**

**Woodworking and Forestry**  
Indonesia  
Indonesia  
17-23 October 1990

**Forestry**  
*Technical seminar*  
Indonesia  
October 1990

**APPITA**  
*Forest products*  
Australia  
29 April - 5 May 1991

**GENERAL, CONSUMER  
ORIENTED**

**Japan DIY Show '90**  
*Do-it-yourself consumer  
products*  
Tokyo, Japan  
14-16 September 1990

**Korea World Tourism Fair**  
*Canadian tourism products*  
Seoul, Korea  
September 1990

**CENIT ASIA 90**  
*Trade fair/conference*  
Hong Kong  
25-28 September 1990

**MIPRO: New Import Business  
Exhibition**  
*Consumer products*  
Tokyo, Japan  
1-4 October 1990

**World Fashion Fair II**  
*Clothing and related con-  
sumer products*  
Osaka, Japan  
2-4 October 1990

**Intertour Expo 91**  
*Tourism*  
Hong Kong  
January 1991

**Hong Kong Fashion Week**  
**Trade Fair**  
*Clothing and consumer  
products*  
Hong Kong  
January 1991

**Philippines International  
Trade Fair**  
Philippines  
January 1991

**Tokyo International Boat  
Show '91**  
*Boating and related consumer  
products*  
Tokyo, Japan  
February 1991

**Tokyo International Sporting  
Goods Show**  
*Sporting goods and equip-  
ment, consumer-oriented*  
Tokyo, Japan  
February 1991

**Tokyo International Gift Show**  
*Consumer products*  
Tokyo, Japan  
March 1991

**MINING, MINERALS  
and METAL EQUIP-  
MENT and SERVICES**

**Goldfields Mining Exhibition**  
*Mining equipment*  
Kalgoorlie, Australia  
October, 1990

**World Mining Congress**  
Beijing, China  
14-18 May 1991

**OIL and GAS  
PRODUCTS, EQUIP-  
MENT and SERVICES**

**AUSPLAS**  
*Chemical products*  
Sydney, Australia  
October 1990

**CHEMTECH '90**  
*Oil and petroleum equipment  
and services*  
Delhi, India  
6-12 October 1990

**Offshore South East Asia**  
*Oil and gas technology*  
Singapore  
4-7 December 1990

# U S O P P O R T U N I T I E S



## List of Trade Shows and Promotional Events in the United States during 1990-91

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## AGRICULTURE, FOOD and BEVERAGE

**Natural Food Distributors Association Convention**  
*Food and beverages*  
Anaheim, CA  
July 1990

**Pennsylvania State Agricultural Progress Days**  
*Agricultural equipment*  
Rock Island, PA  
August 1990

**Western Restaurant Association Convention and Exposition**  
*Food and beverages*  
San Francisco, CA  
25-28 August 1990

**Husker Harvest Days**  
*Agricultural equipment*  
Grand Island, NE  
September 1990

**Florida Restaurant Association Show**  
*Food, beverages and food preparation equipment*  
Orlando, FL  
7-9 September 1990

**California Grocers Association Show**  
*Food and beverages*  
Anaheim, CA  
15-17 September 1990

**Solo Food Show**  
*Food and beverages*  
Indianapolis, IN  
October 1990

**Michigan and Great Lakes Food Service Show**  
*Food and beverages*  
Lansing, MI  
October 1990

**Solo Food Show**  
*Food and beverages*  
Pittsburgh, PA  
October 1990

**Solo Food Show**  
*Food and beverages*  
Syracuse, NY  
4 October 1990

**Ohio Retail Grocers Association Show**  
*Food and beverages*  
Columbus, OH  
14-15 October 1990

**New York State Restaurant Association Show**  
*Food and beverages*  
Buffalo, NY  
15-17 October 1990

**Northern Farm Show**  
*Agricultural equipment*  
Minneapolis, MN  
November 1990

**Atlanta Southeast Hospitality and Food Service Show**  
*Food and food preparation equipment*  
Atlanta, GA  
4-6 November 1990

**North Dakota Agricultural Exposition**  
*Agricultural equipment*  
Minot, ND  
January 1991

**National Pizza Exposition**  
*Food and food preparation equipment*  
New Orleans, LA  
January 1991

**A Taste of Canadian Wine**  
*Beverages*  
Detroit, MI  
February 1991

**Solo Food Show**  
*Food and beverages*  
Seattle, WA  
February 1991

**Boston Solo Food Show**  
*Food and beverages*  
Boston, MA  
February 1991

**National Farm Machinery Fair**  
*Agricultural equipment*  
Louisville, KY  
February 1991

**Upper Mid-West Hospitality Show**  
*Food and food preparation equipment*  
Minneapolis, MN  
19-21 February 1991

**Solo Food Show**  
*Food and beverages*  
Chicago, IL  
March 1991

**East South Hospitality and Restaurant Association Show**  
*Food and food preparation equipment*  
Washington, DC  
March 1991

**Triumph of Agriculture**  
*Agricultural equipment*  
Omaha, NE  
March 1991

## APPAREL and FUR

**Men's Apparel Guild of California Show**  
*Men's apparel*  
Las Vegas, NV  
5-8 September 1990

**Children's Apparel Show**  
*Children's apparel*  
Miami, FL  
11-14 September 1990

**Children's Apparel Show**  
*Children's apparel*  
Los Angeles, CA  
October 1990

**Men's Fine Tailored Clothing Show**  
*Men's apparel*  
New York, NY  
January 1991

**Children's Apparel Show**  
*Children's apparel*  
Los Angeles, CA  
March 1991

**Men's Apparel Guild of California Show**  
*Men's apparel*  
Las Vegas, NV  
March 1991

## CULTURAL INDUSTRIES with FILM AND VIDEO

**Video Software Dealers Association Show**  
*Software and video*  
Las Vegas, NV  
August 1990

**Pacific Northwest Booksellers Association Meeting**  
*Books*  
Eugene, OR  
August 1990

**Upper Midwest Booksellers Association Meeting**  
*Books*  
Minneapolis, MN  
September 1990

**International Art Exposition**  
*Art and sculpture*  
Los Angeles, CA  
October 1990

**New England Booksellers Association Meeting**  
*Books*  
Hartford, CT  
October 1990

**American Library Association Mid-Winter Meeting**  
*Books and periodicals*  
Chicago, IL  
January 1991

**National Association of Music Merchants Winter Meeting**  
*Musical instruments and accessories*  
Anaheim, CA  
January 1991

**National Association of Music Merchants - International Music Market**  
*Musical instruments and accessories*  
Anaheim, CA  
18-23 January 1991

**Western Association of Visual Merchandising Show**  
*Store fixtures, displays, lighting, mannequins*  
San Francisco, CA  
March 1991

## **COMMUNICATIONS, COMPUTER EQUIP- MENT and SERVICES**

### **Siggraph '90**

*Computer graphics and  
desktop publishing hardware  
and software*  
Dallas, TX  
7-9 August 1990

### **Armoured Forces Communications**

**Electronics Association**  
*Communications electronics*  
Fort Monmouth, NJ  
10-12 September 1990

### **Rochester Computer Business Show**

*Computer hardware and  
software*  
Rochester, NY  
11-13 September 1990

### **Network '90**

*Networking hardware and  
software*  
Dallas, TX  
11-13 September 1990

### **Land Mobile Exposition**

*Mobile telecommunications  
products*  
Orlando, FL  
26-28 September 1990

### **Unix Solutions**

*Unix / qnx software*  
Anaheim, CA  
3-6 October 1990

### **South East Telecommunica- tions Association**

*Voice and data telecommuni-  
cations products*  
Miami, FL  
8-10 October 1990

### **Info Show '90**

*Computer software*  
New York, NY  
9-12 October 1990

### **Northcon**

*Computer hardware and soft-  
ware, electronic equipment  
and instrumentation*  
Seattle, WA  
17-18 October 1990

### **Northeast Computer Fair**

*Computer hardware and soft-  
ware for the end-user*  
Boston, MA  
25-27 October 1990

### **Unix Exposition**

*Unix / qnx software*  
New York, NY  
31 October - 2 November 1990

### **Autofact Trade Show**

*Robotics and computer-aided  
design and manufacturing  
(CAD/CAM) hardware and  
software*  
Detroit, MI  
1-3 November 1990

### **Unicom**

*Voice and data telecommuni-  
cations products*  
Washington, DC  
1-3 November 1990

### **Interservice Industry Training Systems Conference '90**

*Training systems and  
equipment*  
Orlando, FL  
1-15 November 1990

### **Comdex Fall '90**

*Computer hardware and soft-  
ware*  
Las Vegas, NV  
12-16 November 1990

### **Data '90**

*Telecommunications products*  
Miami Beach, FL  
4-6 December 1990

### **UniForum '91**

*Unix / qnx software*  
Dallas, TX  
22-24 January 1991

### **Armoured Forces**

**Communications Electronics  
Association West Trade Show**  
*Communications electronics*  
Anaheim, CA  
1-15 February 1991

### **National Computer Graphics Association Show**

*Computer graphics and  
desktop publishing hardware  
and software*  
Anaheim, CA  
March 1991

### **National Broadcasting Association of America Show**

*Cable television (CATV)  
equipment*  
Atlanta, GA  
March 1991

## **CONSUMER and HOUSEHOLD PRODUCTS**

### **Canadian Housewares Show**

*Housewares*  
Cleveland, OH  
July 1990

### **National Gift Show**

*Giftware*  
Atlanta, GA  
7-11 July 1990

### **Atlanta Furniture Show**

*Residential furniture*  
Atlanta, GA  
15-18 July 1990

### **Athletic Dealers of America - Spring Buying Session**

*Buyers syndicate for sporting  
goods*  
Louisville, KY  
19-22 July 1990

### **Jewellers of America Trade Show**

*Jewellery*  
New York, NY  
21-25 July 1990

### **American Fishing Tackle Manufacturers Association**

*Fishing equipment*  
New Orleans, LA  
26-29 July 1990

### **National Sporting Goods Association Annual Show**

*Sports equipment and apparel*  
Chicago, IL  
30 July - 2 August 1990

### **American Hospital Association Show**

*Hospital and medical equip-  
ment and services*  
Washington, DC  
30 July - 1 August 1990

### **National Hardware Show '90**

*Hardware products*  
Chicago, IL  
12-15 August 1990

### **Outdoor Retailer Exposition West**

*Sports equipment and apparel  
(excluding fishing and  
hunting)*  
Reno, NV  
13-15 August 1990

### **Seattle Sporting Goods Show**

*Sports equipment and apparel*  
Seattle, WA  
September 1990

### **Greater Cleveland Hospital Association Health Care Exposition**

*Health care products and  
services*  
Cleveland, OH  
September 1990

### **Action Sports Retailer Trade Exposition**

*Sports equipment and  
accessories*  
San Diego, CA  
18-20 September 1990

### **Fall Housewares Show**

*Housewares*  
Atlanta, GA  
24-26 September 1990

### **Emerging Medical Technologies '90**

*Health care products and  
services*  
New York, NY  
October 1990

### **Interbike**

*Bicycle equipment and  
apparel*  
Anaheim, CA  
1-3 October 1990

### **Interbike**

*Bicycle equipment and  
apparel*  
Atlantic City, NJ  
21-23 October 1990

### **National Sporting Goods Association Fall Market**

*Sports equipment and apparel*  
Anaheim, CA  
11-13 October 1990

### **National Office Products Association Show**

*Office products*  
Chicago, IL  
19-21 October 1990



**National Spa and Pool Institute**

*Spa and pool equipment*  
Anaheim, CA  
31 October - 2 November 1990

**International Interior Design Exposition**

*Contract and office furniture*  
Toronto, Ont.  
15-18 November 1990

**National Home Health Care 1990**

*Health care products and services*  
Atlanta, GA  
16-18 November 1990

**International Housewares Exposition**

*Housewares*  
Chicago, IL  
January 1991

**National Gift Show**

*Giftware*  
Atlanta, GA  
January 1991

**1991 Shot Show**

*Hunting and fishing equipment*  
Dallas, TX  
17-20 January 1991

**Jewellers of America Show**

*Jewellery*  
New York, NY  
31 January - 3 February 1991

**Sporting Goods Manufacturers Association Super Show**

*Sports equipment and apparel*  
Atlanta, GA  
21-24 February 1991

**New England Health Care Assemblies Exhibition**

*Health care products and services*  
Boston, MA  
March 1991

**Ski Industries of America Exposition**

*Ski equipment and apparel*  
Las Vegas, NV  
18-23 March 1991

**National Home Center Show**

*Do-it-yourself home renovation and repair products*  
Chicago, IL  
24-26 March 1991

**ENERGY, CHEMICALS and PETROCHEMICALS**

**Society of Petroleum Engineers**

*Petroleum and chemicals extraction and manufacturing equipment*  
New Orleans, LA  
23-26 September 1990

**Finishing West**

*Paints and finishing materials and equipment*  
Anaheim, CA  
25-27 September 1990

**Lighting World**

*Lighting products*  
Los Angeles, CA  
October 1990

**International Biotechnology Exposition '90**

*Biotechnological products, services, R&D and investment*  
San Mateo, CA  
23-25 October 1990

**Plast Expo '90**

*Plastic moulding materials and equipment*  
Montreal, Que.  
23-24 October 1990

**American Gas Conference and Exposition**

*Gas extraction, refining and distribution equipment*  
Boston, MA  
28-31 October 1990

**Pacific Coast Oil Show and Conference**

*Offshore oil extraction equipment and services*  
Bakersfield, CA  
7-9 November 1990

**Wescon '90**

*Electronics products*  
Anaheim, CA  
13-15 November 1990

**Society of Petroleum Engineers**

*Petroleum and chemicals extraction and manufacturing equipment*  
Long Beach, CA  
20-22 March 1991

**FISH and FISH PRODUCTS**

**Seafare Southeast '90**

*Seafood*  
Orlando, FL  
31 October - 1 November 1990

**Seafare '91**

*Seafood*  
Long Beach, CA  
February 1991

**Solo Seafood Show**

*Seafood*  
Detroit, MI  
March 1991

**Boston Seafood Show**

*Seafood*  
Boston, MA  
March 1991

**GENERAL SERVICES and GOVERNMENT PROCUREMENT**

**FedMicro '90**

*Computer hardware and software*  
Washington, DC  
5-6 September 1990

**Federal Computer Conference/Canadian Embassy Open House**

*Computer hardware and software*  
Washington, DC  
17-19 September 1990

**ComNet '91 / Canadian Embassy Open House**

*Telecommunications equipment*  
Washington, DC  
29 - 31 January 1991

**Federal Office Systems Exposition**

*Computer hardware and software*  
Washington, DC  
31 March 1991

**INDUSTRIAL and TRANSPORTATION EQUIPMENT**

**American Marine Trades Exposition**

*Recreational boats and accessories*  
Atlanta, GA  
August 1990

**International Machine Tool Show**

*Machine tools*  
Chicago, IL  
5-13 September 1990

**GoldTech 4**

*Mining equipment*  
Reno, NV  
10-12 September 1990

**Northern California**

**Fall Boat Show**  
*Recreational boats and accessories*  
Oakland, CA  
16-24 September 1990

**Assembly Technology Exposition**

*Assembling machines*  
Chicago, IL  
25-27 September 1990

**Marine Technology Society '90**

*Marine technical equipment*  
Washington, DC  
26-28 September 1990

**Annapolis Sail Boat Show**

*Sail boats and accessories*  
Annapolis, MD  
October 1990

**Instrumentation Society of America**

*Control and process instrumentation*  
Dallas, TX  
October 1990

**United States Power Boat Show**

*Power boats and accessories*  
Annapolis, MD  
October 1990

**International Public Transit Exposition '90**

*Mass transit equipment and products*  
Houston, TX  
1-3 October 1990

**National Business Aircraft Association Show**

*Business aircraft and related industries*  
New Orleans, LA  
3-5 October 1990

**Specialized Equipment Manufacturers Association / Automobile International Association Show '90**  
*Aftermarket automotive parts and accessories*  
Las Vegas, NV  
10-12 October 1990

**Fort Lauderdale Boat Show**  
*Recreational boats and accessories*  
Fort Lauderdale, FL  
20-25 October 1990

**Automotive Parts and Accessories Association '90**  
*Aftermarket automotive parts and accessories*  
Chicago, IL  
22-25 October 1990

**International Maritime Show**  
*Ship parts and systems*  
San Francisco, CA  
31 October - 2 November 1990

**Society of Automobile Engineers Truck and Bus Show**  
*Trucks and buses*  
Detroit, MI  
November 1990

**Great Lakes Industrial Show**  
*Materials handling equipment*  
Cleveland, OH  
6-8 November 1990

**Packaging Machinery and Materials Institute Exposition '90**  
*Packaging equipment and materials*  
Chicago, IL  
12-16 November 1990

**Work Boat Show**  
*Marine propulsion and navigation systems*  
New Orleans, LA  
15-17 November 1990

**National Autobody Congress and Exposition**  
*Collision repair equipment and services*  
New Orleans, LA  
29 November - 2 December 1990

**North West Mining Association Trade Show**  
*Mining equipment*  
Spokane, WA  
5-7 December 1990

**Society of Automotive Engineers '91 Show**  
*Original automotive equipment and accessories*  
Detroit, MI  
February 1991

**International Automotive Aftermarket Show (The Big I)**  
*Automotive parts and accessories*  
Chicago, IL  
February, 1991

**ProMat '91**  
*Materials handling equipment*  
Chicago, IL  
21 January - 18 February 1991

**Miami International Boat and Sailboat Show**  
*Recreational boats and accessories*  
Miami, FL  
14-20 February 1991

**94th National Western Mining Conference**  
*Mining equipment*  
Denver, CO  
24-27 February 1991

**1991 National Swimming Pool and Aquatic Conference**  
*Pool products and accessories*  
Scottsdale, AZ  
27 February - 1 March 1991

**Forest Industries 1991 Machinery Show**  
*Forestry equipment*  
Portland, OR  
27 February - 1 March 1991

**Mid-America Trucking Show**  
*Trucks and accessories*  
Cleveland, OH  
March 1991

**Solo Job Shop Show**  
*Custom machine shops - Boeing*  
Seattle, WA  
20-22 March 1991

## **TEXTILES, FOOTWEAR and LEATHER**

**Leathermark '91**  
*Leather apparel*  
New York, NY  
February 1991

## **DEFENCE and RELATED TECHNOLOGY**

**Marine Corps Show**  
*Vehicles, training systems, food and medical items*  
Washington, DC  
21-23 August 1990

**International Security Conference East '90**  
*Security equipment*  
New York, NY  
28-30 August 1990

**Association of Old Crows '90**  
*Electronic warfare*  
Boston, MA  
8-11 October 1990

**ComDef '90 (Common Defence Forum)**  
*Marine, aerospace and land defence systems*  
Washington, DC  
24-26 October 1990

**Space Technology, Communications and Commerce Exposition**  
*Aerospace systems*  
Houston, TX  
November 1990

**Aerospace Industries Association of America '91**  
*Aerospace systems and materials*  
Los Angeles, CA  
February 1991

## **CONSTRUCTION INDUSTRY**

**Builders Products Solo Show**  
*Building materials and construction products*  
Minneapolis, MN  
6-7 September 1990

**Florida Lumber and Building Materials Show**  
*Building materials and construction products*  
Orlando, FL  
20-22 September 1990

**National Plumbing Heating Cooling Piping Show**  
*Plumbing, heating, air conditioning equipment and products*  
Chicago, IL  
5-7 October 1990

**Building Industry Show**  
*Building materials and construction products*  
Los Angeles, CA  
24-26 October 1990

**Engineered Plumbing Exposition**  
*Plumbing equipment and products*  
Cincinnati, OH  
5-7 November 1990

**Kitchen/Bath Industry Show West**  
*Kitchen and bath products*  
Los Angeles, CA  
7-9 December 1990

**Construction World**  
*Building materials and construction products*  
Chicago, IL  
12-14 December 1990

**National Association of Home Builders Exposition**  
*Building materials and construction products*  
Atlanta, GA  
18-21 January 1991

**Association of Suppliers of Heating, Refrigeration and Air Conditioning Equipment Exposition**  
*Air conditioning, heating and refrigeration equipment*  
New York, NY  
21-23 January 1991

**National Association of the Remodelling Industry**  
*Building materials and construction products*  
Cincinnati, OH  
28 February - 3 March 1991

**National Rural Builders Show**  
*Building materials and construction products*  
Nashville, TN  
8-10 March 1991

**North East Construction Show**  
*Building materials and construction products*  
Boston, MA  
14-16 March 1991



**Canada's Trade Publications and Trade Services Network**

For information and assistance on GOING GLOBAL or to obtain one of the following publications from External Affairs and International Trade Canada, call *Info Export* toll-free 1-800-267-8376 (Ottawa callers: 993-6435) or write, *Info Export Division (BTCE)*, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa, Ontario K1A 0G2.

**PUBLICATIONS**

The following publications are available:

**GENERAL TRADE PUBLICATIONS**

- Directory of the Canadian Trade Commissioner Service*
- Export Guide - A Practical Approach*
- Guides to Canadian Exporters*
- Meeting the Challenge of Global Competition*
- CanadExport*
- Pocketfolder of EA/ITC Trade Development Programs and Services*
- Export Control List*
- Import Control List*
- So You Want To Export*

**UNITED STATES**

*Directory of U.S. Customs Brokers*

*Selecting and Using Manufacturers' Agents in the United States*

*Sectorial Studies on Canadian Export Opportunities in the United States, including:*

- Agricultural Machine Parts
- Aircraft Parts
- Arts and Crafts
- Auto Parts
- Bakery Products
- Batteries
- Beauty Products
- Business Machines
- Chemical Specialties
- Chemicals
- Colours, Dyes and Paints
- Varnishes
- Compressors, Fans and Blowers
- Drugs
- Electrical Equipment
- Fish Products I and II
- Food Preparation
- Footwear
- Furniture
- FTA Summary Report
- Generators
- Hand Tools
- Hardware
- Housewares
- Jewellery
- Materials Handling Equipment
- Measuring Equipment
- Medical Equipment
- Men's Clothing
- Metal Working Machinery
- Miscellaneous Machinery
- Musical Instruments
- Overview
- Packaging Machinery
- Paper Machinery
- Plastic Products
- Plastic Film Strips, Sheets
- Printing Including Books
- Processed Pork
- Rubber Products
- Taps, Cocks and Valves
- Telecommunications
- Toys and Games
- Women's Clothing
- Writing Materials

*The Free Trade Agreement:* Both a synopsis and the full legal text are available.

*Assessment Studies:*

- Agriculture
- Consumers
- Energy
- Finance (Economics)
- Fisheries
- Forestry
- Industry

- Metals and Minerals
- Services
- Women
- Procurement
- Summary Report

*New Exporters to US Border States*

*New Exporters to the United States South*

*A Guide to Hi-Tech Electronics Trade Shows in the U.S.*

*A Guide to Food Trade Shows in the United States*

*A Guide to Building Products, Hardware, Heating and Plumbing, Refrigeration and Ventilation Trade Shows in the United States*

*A Guide to Apparel Trade Shows in the United States*

*A Directory of U.S. Trade Shows with Official Canadian Government Participation*

**EUROPE**

The following reports on the implications of a Single European Market for Canada's trading, investment and technology interests are available. The reports, under the general title of *1992 Implications of a Single European Market* are divided into three parts as follows:

**Part 1: 1992 Effects on Europe**  
This report details the major economic and trade effects of integration upon the European trade and business environment.

**Part 2:** The following sectorial reports analyze the effects upon Canada's export trade of the European single market program:

- Agriculture and Food Products*
- Consumer Goods and Cultural Industries*
- Telecommunications and Computers*
- Automotive Industry*
- Minerals and Metals*
- Forest Products*
- Defense, Aerospace and Transportation*
- Specialty Chemical Products, New Materials, Pharmaceuticals and Biotechnology*
- Industrial Products and Services*

*Financial Services*

*Fisheries Products*

*Professional and Consulting Services*

**Part 3:** The last part of the report is also divided into twelve sectorial reports. When published, these reports will present a detailed analysis of the effect of the single market upon trade in each of the above sectors.

**ASIA-PACIFIC**

External Affairs and International Trade Canada has available the following reports.

**Pakistan, India and Bangladesh:**

*Commercial Prospects for Canadian Companies in the Oil and Gas Sector in Bangladesh*

*India's Oil and Gas Market Opportunities for Canada*

*India's Natural Gas Market Opportunities for Canada*

**Australasia:**

*Guide for Canadian Exporters - Australia*

*Australian Materials Handling Equipment Market*

*Guide for Canadian Exporters - New Zealand*

**Asia:**

*Guide for Canadian Exporters - South Asia*

*Guide for Canadian Exporters - Thailand*

*Thailand Market Study - Telecommunications*

*Guide for Canadian Exporters - Indonesia*

*Market Study for Canadian Food Products in Indonesia*

*Oil and Gas Equipment/Services in Malaysia*

A series of product sector studies for Malaysia has been prepared including:

- Power Generation*
- Oil and Gas*
- Agricultural Sub-Sectors*
- Imported Food*

A series of product sector studies for Singapore has been prepared including:

*The Computer Industry*

*The Construction Industry*

*The Food Industry*

*Aerospace*

*Sports and Recreation Products*

*A Study of the Market for Telecommunications Products in Singapore*

**Japan:**

*Japan Fisheries Market Report*

*Export Opportunities Market Studies*

*The Atlantic Herring Roe Market*

*The Food Service Market*

*The Retail Food and Beverage Market*

*The Bottled Water Market*

*The Processed Meat Market*

*The Windows and Doors Market*

*The British Columbia Farmed Salmon Market*

*The Peat Moss Market*

*The Processed Alfalfa and Hay Products Market*

## **INTERNATIONAL TRADE CENTRES in CANADA**

The Departments of External Affairs and International Trade Canada and Industry, Science and Technology Canada have established **International Trade Centres** across Canada to assist exporters. Contact the Trade Centre nearest you.

**Newfoundland**

P.O. Box 8950  
Parson's Building  
90 O'Leary Avenue  
St. John's, Newfoundland  
A1B 3R9  
Tel: (709) 772-5511  
Telex 016-4749  
Fax: (709) 772-2373

**Prince Edward Island**

P.O. Box 1115  
Confederation Court Mall  
134 Kent Street, Suite 400  
Charlottetown, Prince Edward Island  
CIA 7M8  
Tel: (902) 566-7400  
Telex 014-44129  
Fax: (902) 566-7450

**Nova Scotia**

P.O. Box 940, Station M  
1801 Hollis Street  
Halifax, Nova Scotia  
B3J 2V9  
Tel: (902) 426-7540  
Telex 019-22525  
Fax: (902) 426-2624

**New Brunswick**

P.O. Box 1210  
Assumption Place  
770 Main Street  
Moncton, New Brunswick  
E1C 8P9  
Tel: (506) 857-6452  
Telex 014-2200  
Fax: (506) 857-6429

**Quebec**

P.O. Box 247  
Stock Exchange Tower  
800 Victoria Square, Suite 3800  
Montreal, Quebec  
H4Z 1E8  
Tel: (514) 283-8185  
Telex 055-60768  
Fax: (514) 283-3302

**Ontario**

Dominion Public Building  
4th Floor  
One Front Street West  
Toronto, Ontario  
M5J 1A4  
Tel: (416) 973-5053  
Telex 065-24378  
Fax: (416) 973-8161

**Manitoba**

P.O. Box 981  
330 Portage Avenue, 8th Floor  
Winnipeg, Manitoba  
R3C 2V2  
Tel: (204) 983-8036  
Telex 07-57624  
Fax: (204) 983-2187

**Saskatchewan**

6th Floor  
105 - 21st Street East  
Saskatoon, Saskatchewan  
S7K 0B3  
Tel: (306) 975-5925  
Telex 074-2742  
Fax: (306) 975-5334

**Alberta**


*Edmonton*  
Suite 540  
Canada Place  
9700 Jasper Avenue  
Edmonton, Alberta  
T5J 4C3  
Tel: (403) 495-2944  
Telex 037-2762  
Fax: (403) 495-4507

*Calgary*

Suite 1100  
510 - 5th Street S.W.  
Calgary, Alberta  
T2P 3S2  
Tel: (403) 292-6660  
Fax: (403) 292-4578

**British Columbia**

P.O. Box 11610  
900 - 650 West Georgia Street  
Vancouver, British Columbia  
V6B 5H8  
Tel: (604) 666-0434  
Telex 04-51191  
Fax: (604) 666-8330



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## PURPOSE OF THE GUIDE

This Guide provides information on key measures, programs, services, activities and events organized and available under the Going Global strategy. It includes contact points for detailed information on specific Going Global activities and is intended as a reference tool for business, academic and media groups with an interest in the Government's international trade development activities.

### ABBREVIATION TABLE

#### GENERAL

EAITC - External Affairs and International Trade Canada

ISTC - Industry, Science and Technology Canada

ITC - International Trade Centre

GGIP - Going Global Investment Program

TIP - Technology Inflow Program

TDO - Technology Development Officers

ICISTR - Interdepartmental Committee on International Science and Technology Relations

#### US OPPORTUNITIES

FTA - Free Trade Agreement

NEBS - New Exporters to Border States

NEXUS - New Exporters to US South Program

#### PACIFIC 2000

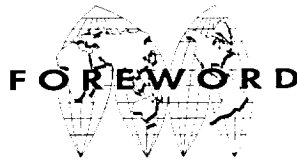
OECD - Organization for Economic Cooperation and Development

PECC - Pacific Economic Cooperation Conference

#### EUROPE 1992

EC - Economic Community

NEXOS - New Exporters to Overseas



# FOREWORD

Canada was founded as a trading nation. We went from fur trading and fishing to agriculture and mining, then on to manufacturing when the Second World War effort demanded that we mobilize our great resources. Over the years, Canada has developed expertise in high-technology sectors such as aerospace, telecommunications, engineering and transportation. Our natural and human resources, technology and stability continue to provide the basis for growth and prosperity. Building Canada into the world's seventh largest economy was not easy, but now, Canada faces an unprecedented challenge: to be able to compete both in export markets and in our own domestic market.

Technology, the development of multinational corporations, the lowering of trade barriers and the steady rise in the sophistication of consumer demands have all contributed to the phenomenon of globalization. Capital, goods and services traverse the world with increasing ease. This phenomenon is allowing efficient, imaginative producers to expand their share of the global market and it provides consumers with the best product at the best possible price. But it also means that no market is safe. As Canadians, we must recognize this challenge and respond aggressively.

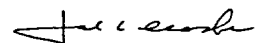
Competitiveness in the international marketplace will be the key to economic prosperity in the 21st century. The dominant themes in industry in the current decade will be technological innovation, globalization of investment, production and marketing and the ability to respond quickly to specific market demands.

In 1989, Canada ranked seventh in the world as an exporting and importing nation, rising three positions in the world trading order over the past decade. It was eighth in terms of Gross National Product (GNP) and 31st in population. As almost 30 per cent of our GNP is related to trade, Canada's trade performance affects every Canadian.

If Canada is to retain its ranking in world trade, and the high standard of living resulting from it, we will need increased cooperation among governments, trade associations, universities and labour. Above all, we will require the continued boldness, innovation and sophistication of our export sector.

To help ensure Canadian business access to foreign markets under fair trade rules, the federal government has undertaken major policy initiatives such as the Canada-US Free Trade Agreement and has played a leadership role in the Uruguay round of Multilateral Trade Negotiations.

For its part, External Affairs and International Trade Canada (EAITC) has created a number of market development initiatives over the past five years, such as the 1985 National Trade Strategy, the 1988 World Trade Development Program and now the Going Global initiative.

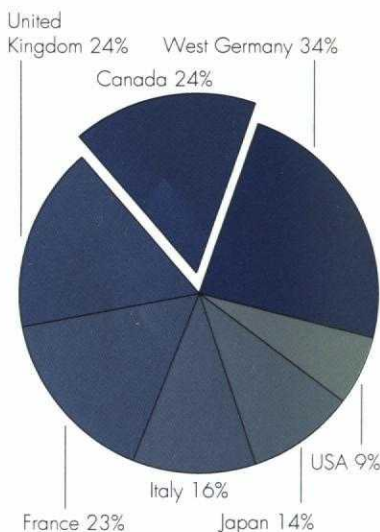


John C. Crosbie  
Minister for International Trade

***"The Western World is moving toward knowledge-based economies and Canada must move with it. We want to be known not only as a resource-rich nation, not only as a trading nation, but as a nation known for our brain power, our ideas, and our intellectual and educational achievements. The issue is no less fundamental than how Canada will earn a living in the 1990s and beyond."***

The Right Honourable Brian Mulroney  
 Address on Research and Development  
 University of Waterloo  
 March 4, 1987

**EXPORTS OF GOODS AND SERVICES**  
 (AS A SHARE OF GNP/GDP 1989)



Source: IMF Yearbook

**STRATEGIES AND PROGRAMS**

Going Global is a five-year, \$93.6 million package of initiatives aimed at boosting Canada's trade readiness. This is an increase of approximately 15 per cent in the international trade effort by EAITC.

The three pillars of the Going Global strategy focus on the markets of greatest importance to Canada, now and in the future. The three key sectors are:

**US OPPORTUNITIES  
 PACIFIC 2000  
 EUROPE 1992**

**UNITED STATES**

In the US, the implementation of the Free Trade Agreement (FTA) is proceeding on schedule. Tariffs are being phased out over a 10-year period, non-tariff barriers are coming down and there is improved access for temporary business travellers. The administrative mechanisms are in place, including dispute-settlement procedures. As a sign of their eagerness to get on with freer trade between the two countries, businesses on both sides of the border have pushed for accelerated tariff elimination in many sectors. The challenge in the US is to regain our market share, which over the past 15 years has dropped behind that of the Japanese and Europeans.

**ASIA-PACIFIC**

In Asia-Pacific, which is the fastest growing market in the world, we need to radically upgrade our commercial presence. Ten years ago, 34 per cent of Canada's non-USA trade was with Asia-Pacific; the figure is now 50 per cent and rising. Yet Canada's share of the Asia-Pacific import market is still only two per cent.

**EUROPE**

In Europe it is essential to secure our base before the major changes related to the 1992 single market take effect. The USA, Japan and others have made significant investments in production facilities in order to ensure they are integrated within the EC before 1992. Canada has to target key sectors for export growth and promote two-way investment.

Going Global is a joint strategy of External Affairs and International Trade Canada; Industry, Science and Technology Canada; and Investment Canada. Unlike earlier initiatives, Going Global emphasizes technology, investment and marketing linkages and partnerships as foreign market penetration techniques. Going Global is designed as a partnership between government and business. This strategy is about jobs, about long-term economic growth and prosperity and about developing the internal strength to be competitive internationally.



## US OPPORTUNITIES

In 1989, the US remained Canada's most important trading partner, accounting for 71 per cent of total Canadian exports and 69 per cent of imports. Canadian exports to the US were valued at \$97.9 billion, up .09 per cent from 1988, whereas imports from the US were \$93.4 billion, up by three per cent over the same period in 1988.

Trade with the US generates a quarter of the Canadian GNP and two million jobs. The size of the market, its proximity and familiarity to Canadian exporters and the increasing focus on this market as a result of the FTA all suggest that the US will remain Canada's most promising market. Given that the US imports about \$500 billion annually, an increase of only one per cent in Canada's share of the market would yield \$5 billion worth of additional exports and thousands of new jobs.

The FTA, which is a cornerstone of the government's competitiveness strategy, opens up new opportunities—especially for small and medium-sized Canadian enterprises—to sell to US customers. At present, only about one quarter of Canada's 40 000 manufacturing firms export. Considerable scope exists for Canadian firms to improve their growth and profitability by selling their products in the US.

Going Global represents a wide range of promotion activities/events to assist business in marketing to the US. The key components are described below.

## TRADE FAIRS AND MISSIONS

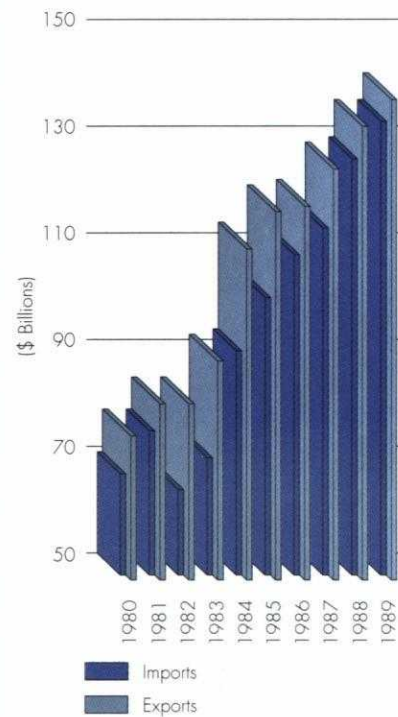
Trade promotion events, such as incoming and outgoing trade missions and trade fairs, are proven tools which contribute to the Government's trade objectives in the US. Fairs help exporters survey the market and learn of new developments and trends, introduce new products, establish representation and distribution and transact sales.

In 1989, Canadian firms participating in US trade shows with EAITC assistance recorded on-site sales of \$700 million, with \$1.5 billion projected over 12 months. The return was \$150 in export revenues for every tax dollar spent.

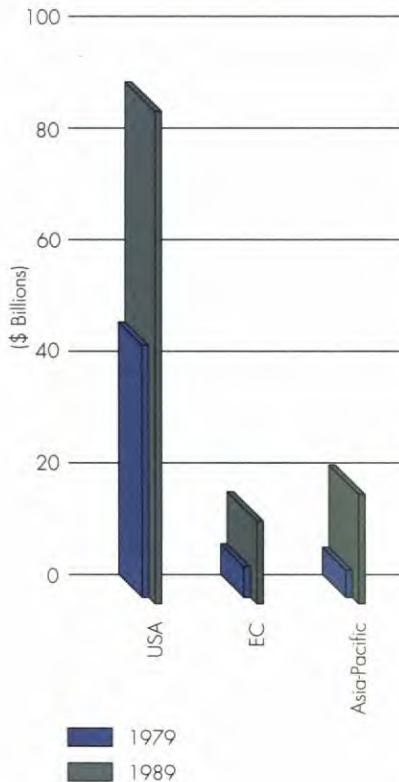
The Government is undertaking a series of trade fairs and missions in 1990/91, concentrating on the sectors that offer the best prospects for Canadian exports from all regions of the country. The events are determined in consultation with trade posts in the US, ISTC, the International Trade Centres, other government departments, provincial governments, industry sector associations and the sectoral divisions of EAITC.

Participation in trade shows ranges from small information booths to huge national stands with as many as 100 Canadian exhibitors. The type of show varies from major national events held annually to smaller regional fairs and solo Canadian shows organized entirely by our posts. (See front pocket insert for listing of major events.)

## MERCHANDISE TRADE (BALANCE OF PAYMENTS BASIS)



## EXPORTS FROM CANADA TO THREE PILLAR REGIONS



***"The small size of our domestic market, our capital needs and the importance of continued access to new technology leave Canada no choice but to be open to the world."***

*The Right Honourable Joe Clark*

## NEW EXPORTERS TO BORDER STATES PROGRAM (NEBS)

In cooperation with provincial trade departments, NEBS introduces groups of non-exporting companies to the possibility of doing business in the US. Small groups of business people are taken to the nearest Canadian trade office in the US for an intensive two-day program which demystifies US customs clearance procedures, immigration requirements and financial and legal issues related to doing business in the US.

They also meet with American manufacturers' agents and distributors to learn more about US business practices. Some 5 000 potential new export firms have already been exposed to the US market through NEBS and the untapped potential is vast. Fifty per cent of the participants on NEBS missions eventually make an export sale.

## NEW EXPORTERS TO THE US SOUTH PROGRAM (NEXUS)

NEXUS was introduced to take graduates of NEBS, together with those companies whose experience is limited to doing business just across the border, to the southeastern or southwestern states, usually to a trade post or selected trade fair. There they receive a briefing from post trade officers who organize meetings with manufacturers' agents, distributors and buyers, as required. In 1989/90, NEXUS mounted 18 missions involving some 250 companies which reported \$100 million in direct sales.

## TRADE SATELLITE OFFICES

The US is an array of about six or seven very large regional markets, each having distinct characteristics. To ensure broader market penetration and to take advantage of emerging market opportunities in major metropolitan areas, the concept of "satellite" trade offices was introduced. Each satellite reports directly to a headquarters Consulate or Consulate General. Five new offices were opened in 1989 in San Diego, San Juan, Princeton, Denver and Miami. This makes a total number of 27 trade offices across the US. Canada is currently studying the possibility of opening a 28th office in Phoenix, Arizona.

## US GOVERNMENT PROCUREMENT

Estimates of total non-defence spending by all government levels in the US are in excess of \$540 billion. Numerous Canadian companies are now active suppliers to US government agencies. The FTA has lowered the threshold of "Set Aside" (for American suppliers) stipulations from US \$171 000 to US \$25 000, thereby increasing procurement opportunities for Canadian firms by an estimated \$2 billion. EAITC is developing a series of initiatives to access this market, including briefings to Canadian industry on how to pursue these opportunities and bringing US buyers to Canadian trade shows.

### TRADE ASSOCIATIONS EXPORT DEVELOPMENT

In 1987, EAITC identified 265 Canadian industry associations that expressed an interest in expanding their activities to include trade promotion. Financial assistance permits associations, with otherwise limited capacity, to undertake such promotion, to hire export marketing coordinators, develop educational programs or work on implementing an overall export strategy for their members. Partnerships with industry associations expand the capacity of EAITC to deliver its programs to a much broader array of Canadian businesses in all regions.

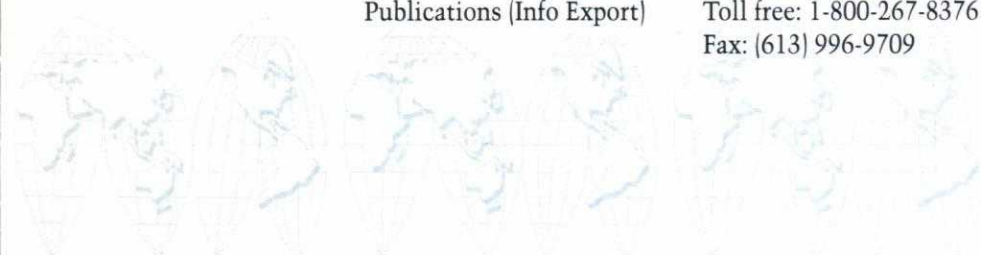
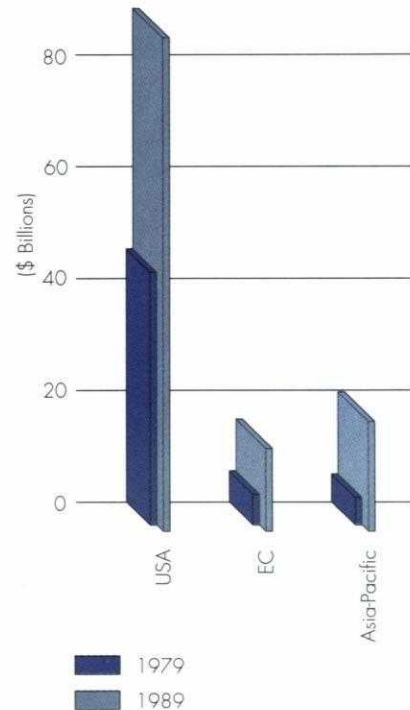
### MARKET STUDIES AND SEMINARS

A number of focused market studies are being undertaken in specific sub-sectors for dissemination to Canadian manufacturers, to help them better target their export promotion activities in the US. To gain maximum benefits from studies completed or updated, EAITC sponsors seminars and workshops for industry groups on specific results of their findings. This ensures new US market information is conveyed to exporters and that departmental programs are adequately publicized to all potential participants.

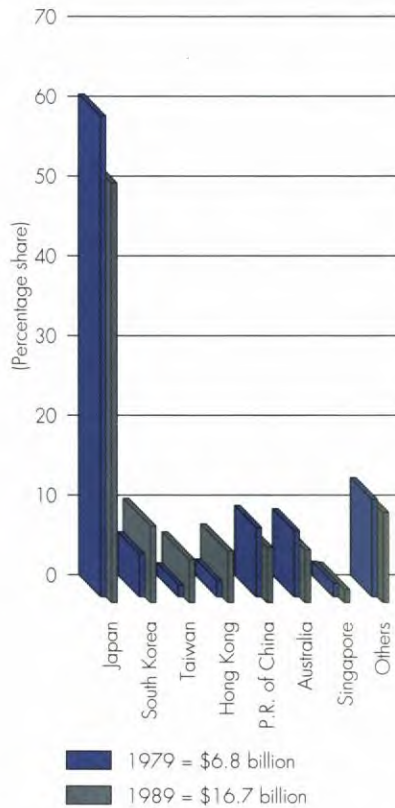
### CONTACT POINTS FOR ADDITIONAL INFORMATION ON US

Trade Promotion Activities (Participation in US Fairs and Missions)	Tel: (613) 991-9480 Fax: (613) 990-9119
Investment Development	Tel: (613) 993-7348
Tourism Development	Tel: (613) 998-8822
Government Procurement	Tel: (613) 991-2100 Fax: (613) 990-9119
FTA Coordination	Tel: (613) 991-2028
Market Access <i>Tariffs and Markings</i>	Tel: (613) 993-5078 Fax: (613) 990-9180
<i>Rules of Origin</i>	Tel: (613) 993-5061 Fax: (613) 993-5060
Temporary Entry for Business Visitors	Tel: (613) 993-6306
Publications (Info Export)	Toll free: 1-800-267-8376 Fax: (613) 996-9709

### IMPORTS TO CANADA FROM THREE PILLAR REGIONS



## DESTINATION OF CANADIAN EXPORTS TO ASIA



## PACIFIC 2000

Asia-Pacific is on the move: 11 of the fastest growing economies of the world are Asian. Japan alone is a larger market for Canada than the UK, France and West Germany combined. Our trade with Japan could reach \$40 billion by the turn of the century. By 2000 the "four tigers" of Taiwan, Hong Kong, Singapore and Korea are likely to achieve European levels of industrialization, with higher economic growth rates than any of the OECD countries. Canada's trade with the "four tigers" could reach \$10 billion by the year 2000.

Canada is already an important player in the Asia-Pacific marketplace. Three of our five largest non-US export markets—Japan, Korea and Taiwan—are in Asia. It is expected that Canada will continue to attract strong investment attention from Asia-Pacific business people and entrepreneurs.

Over 950 000 tourists visit Canada yearly from Asia-Pacific and, as the economy of the region continues to strengthen, these numbers are expected to increase.

Expanding our presence in Asia-Pacific through promotion of export sales to this booming market will not be enough on its own to ensure Canada's full participation in the opportunities available. Technology is crucial to our success. Canadian/Japanese cooperation in science and technology, including joint ventures, is essential. There are already 34 research and development centres established in Japan by American and European firms—Canada has none.

Canadians are also insufficiently familiar with Asian languages and culture. Canada has 1 200 post-secondary students studying Japanese compared to 15 000 in Australia and 140 000 in the USA. In order to deal successfully in the region, Canadians, particularly in the private sector, need to become more Asia-literate.

PACIFIC 2000 has four major components to address these issues:

### PACIFIC BUSINESS STRATEGY

### PACIFIC 2000 LANGUAGE AND AWARENESS FUND

### PACIFIC 2000 PROJECTS FUND

### JAPAN SCIENCE AND TECHNOLOGY FUND

### PACIFIC BUSINESS STRATEGY

The strategy is designed to maintain Canada's existing market share in the region in the face of increased international competition; develop new markets for processed and end products in response to market opening measures; strengthen corporate ties between Canadian and Asia-Pacific companies; and attract Asia-Pacific investment and tourists to Canada. There are several sub-programs.

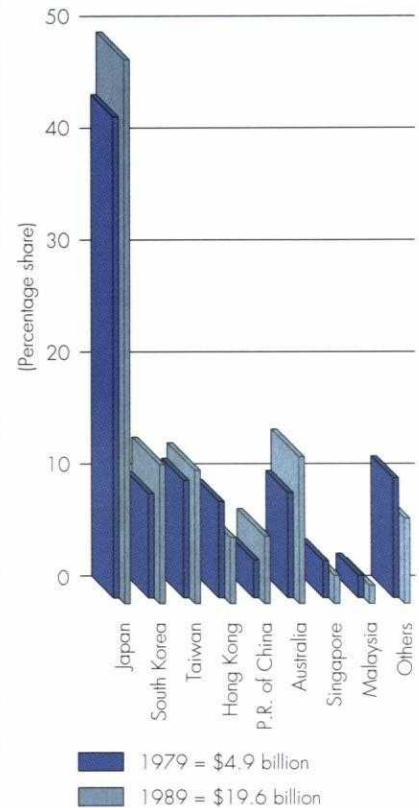
- a) Increased funding for **trade promotion activities** in the Asia-Pacific region focuses on priority sectors and is responsive to industry requirements. This supplements and expands existing programs, such as the Program for Export Market Development (PEMD), which supports business participation in fairs and missions, new market studies and innovative trade promotional activities. Business participation in fairs and missions is organized in the same fashion as current PEMD-sponsored events. (See front pocket insert for listing of major events.)
- b) Funding for sustained **key sector market penetration** initiatives. These will be developed, funded and implemented in concert with industry, the provincial governments and other government departments or agencies. The Canadian business community is being called upon to participate fully in the key sector identification process. Permanent exhibition centres to launch new exporters will be opened in major Asia-Pacific locations, starting with the new Tokyo Embassy in 1991.
- c) Expanding **Canada's trade representation in the region**. A trade officer will be positioned in the Canadian Chamber of Commerce office in Taiwan in 1990, and coverage of other top-priority markets, most notably Japan, will be extended through the opening of satellite offices.
- d) Funding for bilateral and sectoral **business linkages**. Potential recipients include Canadian business and industry associations involved in the promotion of Canada's commercial, economic and investment interests in Asia-Pacific. Such groups may apply for matching funds from EAITC to a maximum of \$75 000 per annum to support their approved initiatives.

**PACIFIC 2000 LANGUAGE AND AWARENESS FUND**

This fund supports a program to enhance language training at secondary and post-secondary institutions and language training programs in the private sector. This will help Canadians to develop the linguistic and cultural skills needed to function well in Asia-Pacific. The fund has a strong focus on Japan.

- a) **Major Centres.** The Simon Fraser University's David Lam Centre for International Communication in Vancouver and the Joint Centre for Asia-Pacific Studies in association with the Ontario Centre for International Business in Toronto will receive core support for applied Asia Studies courses. This will include short-term customized language training courses for representatives of the private sector designed to bring them to the "survival level."

**ORIGIN OF CANADIAN IMPORTS FROM ASIA**



***"Good products and services and vigorous salesmanship are cornerstones of successful exporting. Combine these with knowledge of foreign cultures, languages and business practices, and then you will have the winning edge."***

*Thomas d'Aquino,  
President and CEO,  
Business Council on National Issues*

- b) **Regional Post-secondary Institutions.** Regional centres across Canada will receive funding for language training and applied Asian Studies programs including curriculum development designed to cater to the private sector, and there will be "Outreach" programs for courses in the workplace.
- c) **Employment Opportunities for Canadian Experts on Asia-Pacific.** An employment clearing house will be created for businesses seeking employees with Asia-related expertise. Funding will also be provided for research and curriculum development to better link Asian Studies with international business schools and law and engineering schools. This program will be administered by the Asia-Pacific Foundation of Canada.
- d) **Corporate Language Course Participation.** This program will provide assistance to employees, particularly from small and medium-sized firms, to participate in Asian language training and applied Asian Studies programs. Funding will help offset the course fees and associated costs of participation. This program will be administered by the Asia-Pacific Foundation of Canada.
- e) **Asian Studies Conferences in Canada.** Support will be provided for conferences dealing with Asian issues, and for travel by academics to business and other conferences in Canada when their papers bear directly on Canadian bilateral and multilateral relations with Asia and on the factors which affect those relationships. This program will be administered by EAITC.
- f) **Secondary School Activities.** The funds will support enhancement of existing Asian study components and the development of new courses at a school in each metropolitan centre. Appropriate individual companies in the private sector will be encouraged to develop links with local school boards to foster and encourage interest in Asian Studies by emphasizing the relevance of such skills to future employment opportunities. The Asia-Pacific Foundation will administer these funds in conjunction with the provinces.
- g) **Japanese Language Teacher Development.** In the short-term, funding will bring Japanese teachers to Canada to overcome a serious deficiency of qualified Japanese language teachers. To meet long-term requirements, seed money will be provided to create teacher training programs in Asian languages in Canada. The Asia-Pacific Foundation will administer this program.

#### **PACIFIC 2000 PROJECTS FUND**

This program is designed to strengthen Asian awareness and appreciation of Canada in order to ensure effective delivery of our messages in the Asia-Pacific region. It includes targeted and focused events, facilitation of media broadcasts, and invitations to journalists, future leaders and parliamentarians to visit Canada.

- a) **Strategic Messages Program.** In conjunction with trade development and other promotional activities in Asia-Pacific, this program is designed to raise Canada's profile with target audiences in individual countries. Initial activities will be centred on the 1991 opening of the new Embassy in Tokyo and major ministerial and/or official visits to the region. Funding will also be directed to our missions in the area to organize Canada weeks and months as well as seminars on political, security, economic and environmental issues, and to produce promotional material on Canada for the local media.
- b) **Young Leaders Program.** In an effort to promote greater contact between key individual Asians and Canadians, young Asian potential leaders, business reporters and appropriate journalists will be invited to visit Canada to learn first-hand about Canada's people, industry, resources and culture. This portion of the program will be administered by the Asia-Pacific Foundation. Exchanges of parliamentarians, and visits to Japan by Canadian parliamentary interns, are designed to enhance Canada's ties with Japanese and other Asia-Pacific legislators. This portion will be administered by the Asia-Pacific Foundation in conjunction with EAITC and, where appropriate, the Parliamentary Associations Secretariat.
- c) **International Education.** This program promotes Canada as a place to study, in an effort to develop long-term contacts for our country in the region. The first part will inform target audiences abroad about education and training services provided by educational institutions and the private sector in Canada. The second part will allocate seed money to Canadian educational institutions wishing to set up a joint venture with Asian institutions. Such institutions would be expected to focus on selected areas of education to maximize effectiveness.
- d) **Asia-Pacific Research Fund.** The Fund will support policy-oriented research performed by universities and research institutes. EAITC will provide and administer matching funds.
- e) **Pacific Institutions.** To facilitate effective Canadian participation in emerging Pacific institutions, renewed core funding will be provided for the Canadian National Committee for Pacific Economic Cooperation, Canada's member committee on the Pacific Economic Cooperation Conference (PECC). Funding will also be provided to ensure Canadian involvement in other activities designed to foster Pan-Pacific cooperation in economic, trade and other fields.
- f) **Asia-Pacific Foundation.** Renewed core funding will be provided to the Asia-Pacific Foundation, created in 1984 to promote economic, commercial, social and cultural ties between Canada and Asia-Pacific. In the next five years, the Foundation will focus on fostering better business linkages, curriculum development, research and analysis, development of cross-cultural skills and Asian language training.

*"The greatest challenge we face is developing an outward-looking trading culture, where the knowledge and expertise of Canadians match the importance of international trade to our economy."*

*The Honourable John C. Crosbie*

**"The currency of world trade today, and more so in the future, is knowledge and information."**

*The Honourable William C. Winegard*

#### **JAPAN SCIENCE AND TECHNOLOGY FUND**

The Fund is designed to increase Canadian researchers' access to Japanese science and technology and research facilities. It will support such activities as long-term visits and exchanges; short-term researcher visits; bilateral cooperative projects; language training; and joint workshops. Applicants to the Fund will be expected to demonstrate that the proposed activity is part of a broader strategy which has identified Japan as the most likely source of scientific technical expertise to complement Canadian expertise. Applicants for short-term visits, in particular, will be required to show that such a visit is the next logical and necessary step towards development of a collaborative research activity.

The Fund is accessible to Canadian researchers and research institutions from industry, university and government for activity across the innovative spectrum from basic science through to, and including, product development.

#### **CONTACT POINTS FOR ADDITIONAL INFORMATION ON ASIA-PACIFIC**

General Information on Pacific 2000	Tel: (613) 995-8669 Fax: (613) 996-4309
Pacific Business Strategy	Tel: (613) 995-1281
Language and Awareness Funds	
<i>Asia-Pacific Foundation</i>	Tel: (604) 684-5986 Fax: (604) 681-1370
<i>Simon Fraser University, David Lam Centre</i>	Tel: (604) 291-5089 Fax: (604) 291-5112
<i>Ontario Centre for International Business Studies in conjunction with the University of Toronto/York University Centre for Asia Pacific Studies</i>	Tel: (416) 736-5363 Fax: (416) 736-5772
Japan Science and Technology Fund	Tel: (613) 995-8669 Fax: (613) 996-4309
Pacific 2000 Projects Fund	Tel: (613) 995-8669 Fax: (613) 996-4309
General Trade Enquiries (Info Export)	Tel: 1-800-267-8376 Fax: (613) 996-9709



## EUROPE 1992

The European Community's ambitious single market initiative has already dramatically changed the way Europeans are doing business. The pace of change is rapid and accelerating.

The 1992 EC integration will see the elimination of internal barriers to trade and the harmonization of technical standards. It will also permit freedom of movement of people, capital, goods and services within the EC.

Europe 1992 presents major challenges and opportunities for Canadian business. It will allow Canadian companies easier access to all EC member states, but may require increased investment in European operations or alliances to take full advantage of the new rules. It will open up new markets, in telecommunications for example, but it will also increase competition in Europe, in third countries and in Canada's domestic market.

More than 200 000 Canadian jobs depend on trade with Western Europe. Canadian exports to the EC in 1988 totalled \$10.7 billion. This is an annual growth rate of 18 per cent over the preceding two years in what is one of Canada's fastest growing global markets.

The political and economic changes in Eastern Europe also have enormous significance for international business in general and for Canada's trading access to the region over the coming decades. In time, there will be a valuable manufacturing and business resource within easy reach of, and probably with preferred access to, the expanded EC. Companies with the resources to invest major sums for the long term are already capitalizing on the potential they see.

EAITC has taken a two-pronged approach to ensure the promotion and defence of Canadian interests in the integrated European market. First, it has refined and augmented its programs of assistance and counselling for the business community. Second, it has added some major new elements to existing programs.

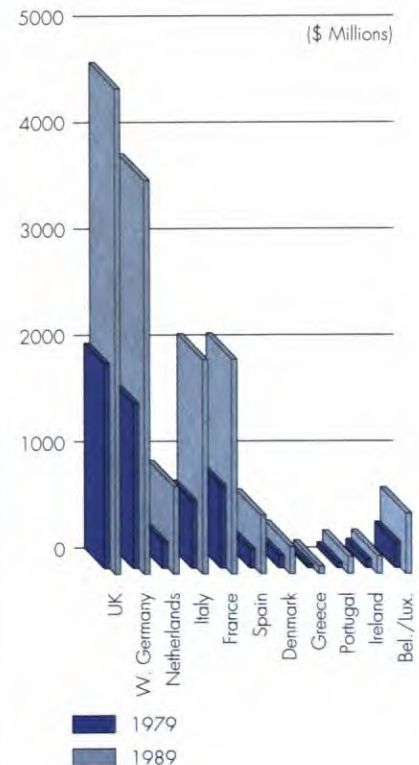
### MAJOR ELEMENTS FOR WESTERN EUROPE

a) **Analysis and Assessment of the Implications of the 1992 Single Market.** EAITC is sponsoring a series of studies. Part I focuses on the effects on Europe and part II analyzes the effects on 12 Canadian industries. Additional sectorally focused reports are being prepared in other areas which offer promise for Canadian business. Also, inter-departmental working groups on Europe 1992 are publishing reports on their sectors, which are more technical in nature. (See front pocket insert for listing of publications available.)

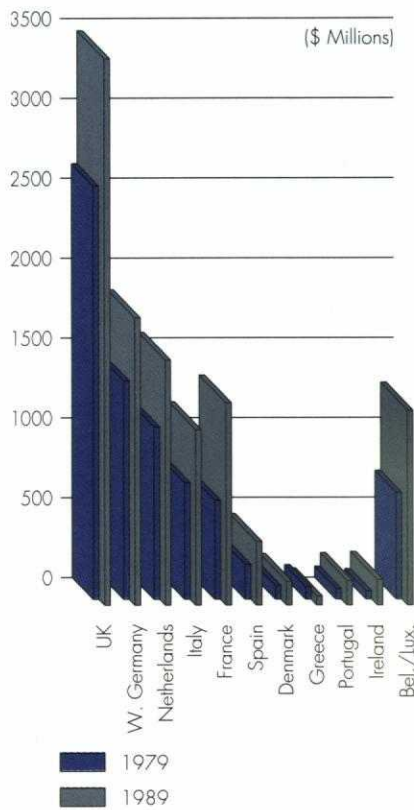
**"The EC is already Canada's second-largest trading partner and our second most important source of foreign direct investment. We realize that the creation of a Single Market in Europe will have significant impact on Canadian trade, investment and technology. That is why our government is going to be working with Canadian business to expand Canada's role in the Europe 1992 arena."**

*The Honourable John C. Crosbie*

### MERCHANDISE IMPORTS TO CANADA FROM EC



**MERCHANDISE EXPORTS FROM CANADA TO EC**



- b) **Counselling the Business Community on 1992 Opportunities and Challenges.** Together with the provinces, EAITC is co-sponsoring a series of cross-Canada conferences involving high-profile experts from the public and private sectors. Each conference is unique, focusing on sectors of particular interest to each region (e.g. agriculture, telecommunications, automotive, forest products). All are structured to include single presentations, panel discussions, planning sessions, sectoral workshops and open question periods.

In addition to these major regional conferences, EAITC is sponsoring sectorally focused seminars such as automotive, medical engineering, minerals and metals and chemicals. Workshops on topics of interest to all sectors, such as standards, company law, competition policy and strategic alliances are planned for next year.

EAITC is working jointly with the Canadian Standards Council to collect and disseminate information on EC standards. This will be accessible to Canadian companies through a computer information service at EAITC and International Trade Centres across the country.

- c) **Develop and Implement Programs to Capitalize on 1992. Strategic Partnering** focuses on expanding long-term cooperation between companies. It encourages such things as reciprocal distribution arrangements for market penetration (in the case of complementary products), cooperative manufacturing arrangements, and joint efforts in third markets. It provides mutual assistance with established contacts, distribution networks, technology and market understanding. EAITC assists Canadian companies to identify where such an approach makes sense and to find appropriate partners, drawing on trade commissioners in the field and specific, highly focused sector studies.

The **European Trade Fairs and Missions** program has been expanded and upgraded in an effort to increase the number of Canadian companies doing business in Europe. Participation in events in Europe is aimed primarily at increasing sales of manufactured and high-technology products, communications and electronics equipment, forestry products, automotive parts, oil and gas equipment and agro-industrial products including fish.

The **New Exporters to Overseas (NEXOS)** program is similar in aim to the NEBS and NEXUS programs in the USA as it targets exporters new to the Western European market. The objective is to teach them enough about doing business in a specific European marketplace to make a sound business decision on how best, or whether, to pursue sales there. NEXOS missions normally visit a major European sectoral trade show as part of the program.

**CONTACT POINTS FOR ADDITIONAL INFORMATION ON WESTERN EUROPE AND EC**

Europe 1992 General Information Tel: (613) 996-2727 Fax: (613) 995-1277

Trade, Investment and Technology for Western Europe Tel: (613) 995-9401 Fax: (613) 996-9103

Publications (Info Export) Tel: 1-800-267-8376 Fax: (613) 996-9709

**GOING GLOBAL INVESTMENT PROGRAM**

Investment in Canada from abroad is critical to the country's economic future. Encouraging investment from international and domestic sources is a basic component of the federal government's economic strategy. It relates directly to Canada's ability to compete successfully in the international marketplace.

By 1992, Western Europe economic integration will produce a single market of 325 million people. European investors are preoccupied with this unified market, as are Asia-Pacific nations anxious to participate fully in the new Europe. This mega-market will promote economic dynamism, open up business opportunities and increase competition for investment. Consequently, it will take increased efforts to attract attention and investment to Canada.

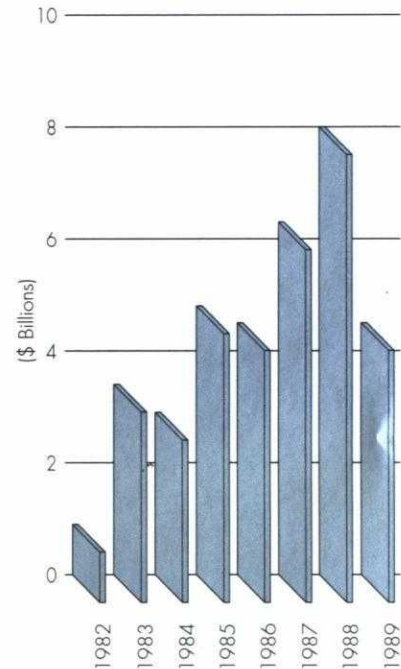
Technology-intensive production and shortened product life cycles make today's business environment increasingly competitive. This has accentuated the need to improve productivity, reduce costs and create new advantages. New investment is key to reaching these goals.

However, the international competition for investment has made investors more demanding in their requirements and expectations. A number of countries are expending resources to attract foreign investment. Canada also faces competition from many US states which are actively courting investment from Europe and Asia-Pacific.

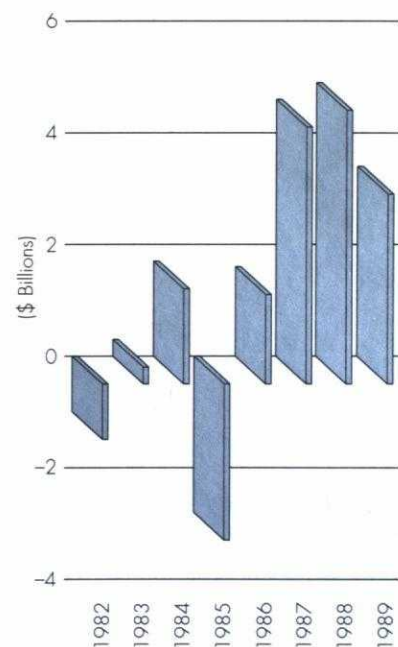
All of this has a clear implication for Canada's ability to attract foreign investment. Canada must intensify its investment development initiatives. In particular, Canada needs to capitalize on its greatest advantage: access to the North American market as a result of the Canada-US Free Trade Agreement. Canada must clearly demonstrate to European and Asia-Pacific business people the benefits of locating in Canada as a site from which to serve North American and global markets.

The Going Global Investment Program (GGIP) is directed at assisting Canadian industry to capitalize on new investment opportunities arising from the economic integration of Western Europe and the dynamic growth of Asia-Pacific. It is designed specifically to support focused

**NET OUTFLOW OF CANADIAN DIRECT INVESTMENT ABROAD**

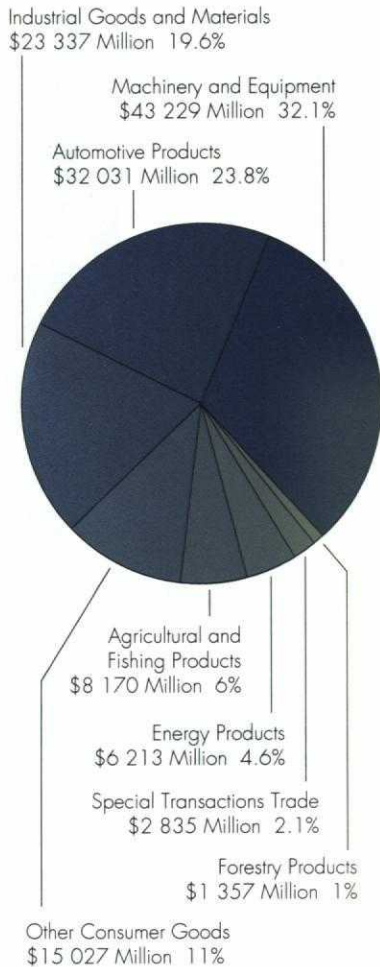


**NET FOREIGN DIRECT INVESTMENT IN CANADA**



**1989 IMPORTS  
TO CANADA  
BY COMMODITY  
GROUPING**

(BALANCE OF PAYMENTS BASIS)



***"As we approach the 21st Century, there should be no doubt left about the significance that industrial innovation plays in maintaining the quality of life Canadians have enjoyed for decades."***

The Honourable Harvie Andre

investment promotion initiatives aimed at attracting technology-bearing investment from those regions to Canada.

Under the GGIP, priority will be given to projects which address the investment needs of Canada's industries; target particular and specific foreign markets and foreign firms with respect to meeting those needs; and bring Canadian companies together with those able to meet their requirements.

The GGIP will lever contributions and participation from the private sector, universities, research institutions, other levels of government and other federal departments to maximize efforts in investment development related activities.

For more information on the GGIP, please call one of the contact numbers listed below for the area you are interested in.

- For more information on US investment development opportunities call (613) 993-7348
- For more information on Asia-Pacific investment development opportunities call (613) 995-8669
- For more information on European investment development opportunities call (613) 995-9401

**SCIENCE AND TECHNOLOGY**

Governments have realized that the pool of Science and Technology (S&T) is international and that no country can unilaterally develop all the S&T it needs. The Canadian government is supporting firms and research organizations to obtain the most advanced S&T wherever possible and to bring it back to Canada for development.

This strategy of scouting the world for new S&T to gain a competitive edge complements the traditional national policies of indigenous research and development and leads to the establishment of international S&T programs and agreements.

Canada has Science and Technology Counsellors posted to missions in the USA, Japan, UK, France, Belgium, Netherlands, West Germany and the European Community to assist Canadian firms and research organizations to establish relationships abroad.

Canada has 11 full-time Technology Development Officers (TDOs) and more than 30 part-time Trade Officers in 35 missions abroad to assist small and medium-sized Canadian firms to acquire foreign technology. The TDOs and Trade Officers respond to specific requests and act as intermediaries. Each year, the TDOs respond to about 3 000 requests for information. They provide support to the Technology Inflow Program.

International scientific and technological cooperation is facilitated through umbrella agreements between Canada, France, Belgium, West Germany and Japan which set the framework for collaboration. There are also less formal arrangements with the UK and Norway, as well as more narrow sectoral S&T arrangements between government agencies, both federal and provincial, and their counterparts abroad. There are over 250 such arrangements managed by about 20 science-based government departments and agencies.

Financial support is also offered to Canadian companies through the Technology Inflow Program (TIP), which covers a portion of the travel costs for firms visiting potential sources of technology development or exchange. There are seven TDOs stationed in western Europe and Trade Officers in all other offices to assist with identifying technologies requested by companies and arranging such visits. The TIP program is being expanded under Going Global.

EAITC coordinates Canada's international S&T activities through the Interdepartmental Committee on International Science and Technology Relations (ICISTR). It has four sub-committees on biotechnology, advanced industrial materials, informatics and cold regions science and technology.

**For more information:** The National Research Council (NRC) is the official delivery agency of the TIP program throughout Canada. Firms planning to apply for this program or seeking assistance should first contact the NRC's Industrial Research Assistance Program representative in their region. These Industrial Technology Advisors (ITAs) are listed under "Technology Assistance" in the yellow pages of regional telephone books.

## CONCLUSION

In addition to the Going Global program, EAITC has a range of existing programs and services designed to assist Canadian businesses to export. There are two main access points for the EAITC network.

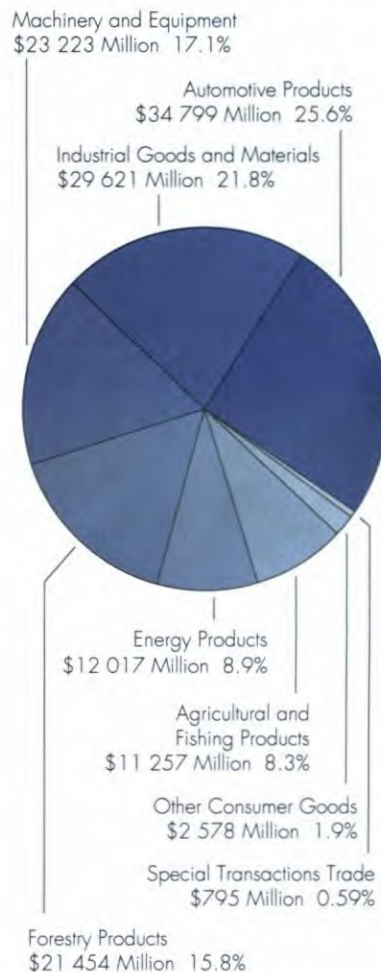
**Info Export** is EAITC's counselling and reference centre for Canadian exporters and companies interested in world markets. It provides advice on programs, services and publications, as well as access to the EAITC trade information network.

Toll-free: 1-800-267-8376 Fax: (613) 996-9709

**International Trade Centres (ITCs)** in 11 cities across Canada provide easy, direct access to trade services for new and experienced Canadian exporters. The centres, operated jointly by EAITC and Industry, Science and Technology Canada, are staffed by experienced Trade Commissioners who provide a wide range of services to companies seeking export counselling, export financial assistance (PEMD program), export publications, help in participating in international trade shows, technology transfer and joint ventures with foreign investors. (See front pocket insert for complete listing.)

## 1989 EXPORTS BY COMMODITY GROUPINGS

(BALANCE OF PAYMENTS BASIS)



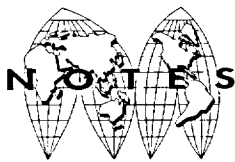
# CANADIAN TRADE OFFICES AROUND THE WORLD



## LOCATION OF CANADIAN TRADE COMMISSIONERS AND COMMERCIAL OFFICERS

284 CANADA  
143 UNITED STATES  
120 ASIA-PACIFIC  
161 EUROPE

- EMBASSIES/HIGH COMMISSIONS
- CONSULATES GENERAL/CONSULATES
- INTERNATIONAL ORGANIZATIONS
- SATELLITE TRADE OFFICES - U.S.A.
- △ INTERNATIONAL TRADE CENTRES IN CANADA



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