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INTERNATIONAL

TRADE

BUSINESS PLAN

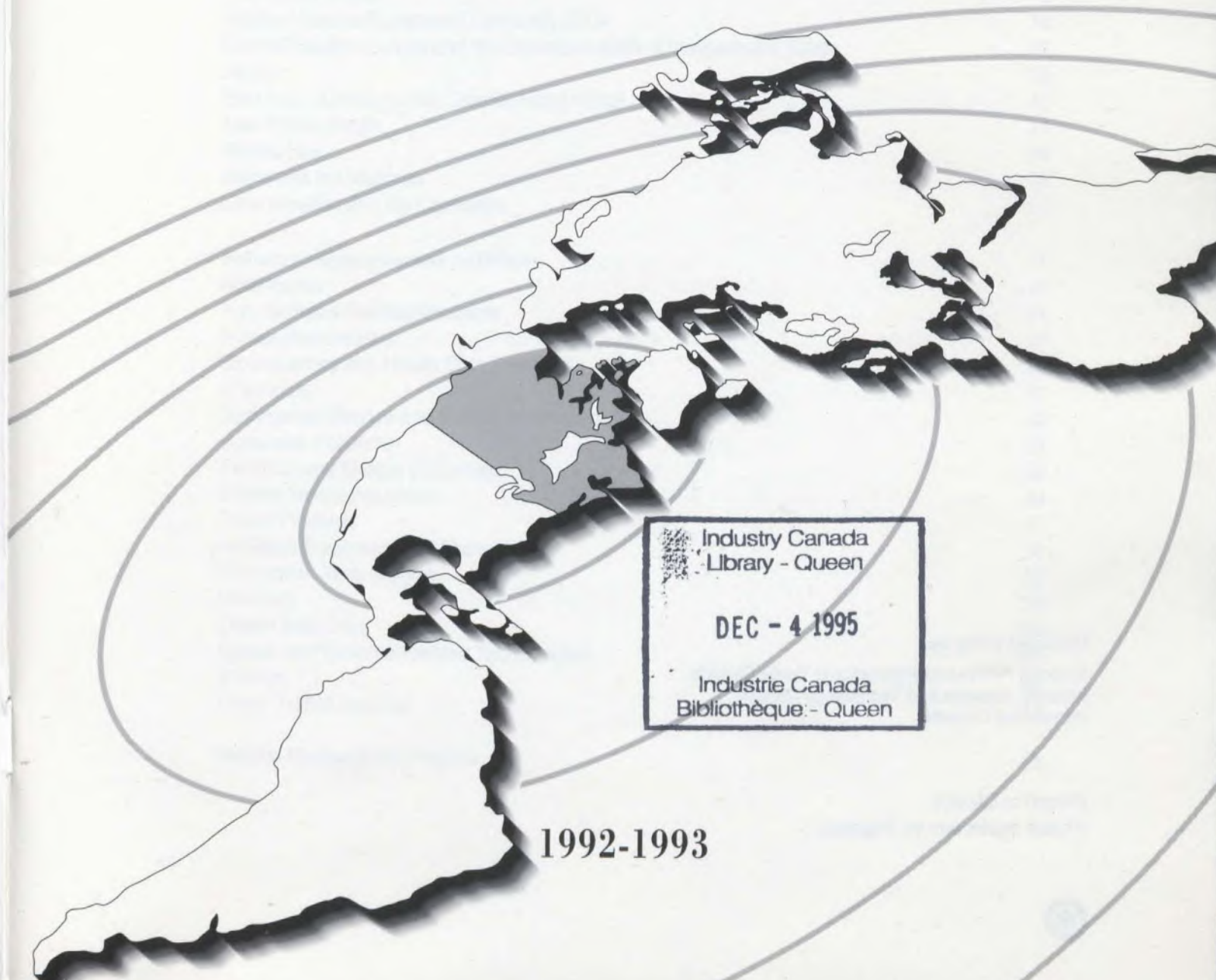
AN INTEGRATED PLAN FOR TRADE,
INVESTMENT AND TECHNOLOGY PROMOTION
AND DEVELOPMENT



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TRADE
BUSINESS PLAN**

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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 Honourary 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: Food and Beverage Show | Oct 1992 | Syracuse | EAITC | 613-991-9483 |
| 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: Food and Beverage Show | Feb 1993 | Boston | EAITC | 613-991-9483 |
| Wine, solo show: Canadian Wine Championship | Feb 1993 | Detroit | EAITC | 613-991-9483 |
| Food and beverage products, solo show: Food and Beverage Show | Feb 1993 | Seattle | EAITC | 613-991-9483 |
| Food and beverage products, buyers in: | Feb 1993 | Toronto | EAITC | 613-991-9483 |
| Fish, Shellfish and other food, trade fair: International Seafood Show | Mar 1993 | Boston | EAITC | 613-991-9483 |
| Natural food products, trade fair: Natural Food Products | Mar 1993 | Los Angeles | ISTC | 613-941-4263 |
| | | | 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 |
| 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 | 613-996-7582 |
| 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 |
| Agrifood 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: Expointer '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 | Montréal | 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: Domotechnica | 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 | 613-996-5554 |
| | | | ISTC | 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: | Sep 1992 | Boston | EAITC | 613-993-7486 |
| Northeastern Retail Lumbermen's Association Exhibition | | | ISTC | 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 | 613-993-7486 |
| | | | ISTC | 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: | Oct 1992 | Japan | EAITC | 613-996-2463 |
| International Housing | | | ISTC | 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 | Equador | 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: | TBD 1992 | Dallas | EAITC | 613-991-9474 |
| Computers, investment initiative: matchmaker | TBD 1992 | Los Angeles | EAITC | 613-993-6577 |
| Telecommunication products, trade fair: Supercomm '92 | TBD 1992 | Milwaukee | EAITC | 613-991-9474 |
| Strategic partnering matchmaking: | TBD 1992 | San Diego | EAITC | 613-993-6577 |
| Computer hardware/software, office automation, investment initiative: video conference | TBD 1992 | Dallas | EAITC | 613-993-6577 |
| Software, investment initiative: matchmaker | TBD 1992 | Boston | EAITC | 613-993-6577 |
| Opto-electronics components, investment initiative: Matchmaker | TBD 1992 | Pasadena | EAITC | 613-993-6577 |
| Computer softwares, trade mission to: | TBD 1992 | Boston | EAITC | 613-993-6576 |
| Information technologies, trade mission to: | TBD 1992 | Sacramento | EAITC | 613-232-1511 |
| Technology Brokers, investment initiative, trade mission to: | TBD 1992 | New Jersey | EAITC | 613-993-6577 |
| Telecommunication industry, investment initiative: seminar | TBD 1992 | Chicago | EAITC | 613-993-6577 |
| Telecommunication industry, investment initiative: investment booth | TBD 1992 | Atlanta | EAITC | 613-993-6577 |
| Computing products for world market, publication: | TBD 1992 | U.S. | EAITC | 613-993-6576 |
| Information technologies, trade fair: Federal Computer Conference | TBD 1992 | Anaheim | EAITC | 613-232-1511 |
| Computer hardware, investment initiative: seminar | Jun 1992 | Chicago | EAITC | 613-993-6577 |
| Super-conductor/super-collider, trade mission from: | Jun 1992 | Dallas | EAITC | 613-991-9474 |
| Computer hardware/software, office automation, trade fair: PCExpo | Jun 1992 | New York | EAITC | 613-993-6576 |
| Telecommunication products, trade mission from: | Jul 1992 | Atlanta | EAITC | 613-991-9474 |
| Information technologies, trade fair: Urban & Regional Info System | Jul 1992 | Washington | EAITC | 613-232-1511 |
| Information technologies, trade fair: Fedmicro | Aug 1992 | Washington | EAITC | 613-232-1511 |
| Telecommunication products, trade mission from: | Sep 1992 | Chicago | EAITC | 613-991-9474 |
| Computer hardware/software, trade fair, national stand: | Sep 1992 | Rochester | EAITC | 613-993-6576 |
| Telecommunication products, trade fair: IMCE | Sep 1992 | Atlanta | EAITC | 613-991-9474 |
| NEBS/NEXUS software, health care: | Sep 1992 | Boston | ISTC | 514-496-1388 |
| Investment promotion: promotion of MERIT partnership with U.S. firms | Sep 1992 | San Francisco, Boston, Dallas | ISTC | 613-952-8421 |
| Computer hardware/software, office automation, trade fair: Network | Sep 1992 | Dallas | EAITC | 613-993-6576 |
| Telecommunication industry, investment initiative: workshop | Sep 1992 | Boston | EAITC | 613-993-6577 |
| Strategic technology alliances (microelectronics): set up video conferences | Sep 1992 | U.S. | ISTC | 613-952-8417 |
| Co-venturing/partnering mission (software): | Sep 1992 | U.S. | ISTC | 613-941-2465 |
| Strategic alliances opportunities video conference: Telecommunication Equipment | Sep 1992 | Chicago, Los Angeles | INV CDA | 613-992-4916 |
| Telecommunication products, trade fair: South E. Telecommunication | Sep 1992 | Atlanta | EAITC | 613-991-9474 |
| Intelligence and analysis: promotion of Canadian access to U.S. research in emerging technologies | Sep 1992 | U.S. | ISTC | 613-952-8421 |
| NEBS/NEXUS software, geomatics-teledetection: | Sep 1992 | Boston | ISTC | 514-496-1388 |
| Electronic components, trade fair, information booth: Midcon | Sep 1992 | Dallas | EAITC | 613-991-9474 |
| Software, investment initiative: investment booth | 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/I 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 ISTC | 613-996-5554 514-283-4250 |
| Security protection products, trade fair, information booth: Expo Protection | Sep 1992 | France | EAITC | 613-996-5554 |
| 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 ISTC | 613-996-5554 613-954-3789 |
| Security products and technology, trade fair, information booth: Security '92 | Nov 1992 | Germany | EAITC | 613-996-5554 |
| Defence Oceanology International '93 | Mar 1993 | U.K. | ISTC | 613-954-2854 |

| 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 ISTC | 613-993-7043 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: | Feb 1993 | Florida | ISTC | 416-973-5059 |
| NEBS mission (40) | ONG 1992 | U.S. | ISTC | 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.

DISTCoverry Program

DISTCoverry 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 OA5

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 OG2

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 |



Government
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du Canada

Canada