

CANADA EXPORT

Vol.13, No. 17

October 16, 1995

Team Canada Strengthened, Exporters Challenged to Double by Year 2000

"The Team Canada mission to China last year proved what we can achieve when governments and business work as a team. We must now emulate the Team Canada approach in all our international business development efforts" – Minister for International Trade Roy MacLaren, in unveiling the new Team Canada logo during the October 2, 1995 annual convention of the Canadian Exporters Association in Fredericton, N.B.

Minister for International Trade Roy MacLaren, speaking also on behalf of Industry Minister John Manley, announced initiatives aimed at building on Team Canada successes in international business development. He also challenged Team Canada members to double the number of active Canadian exporters by the year 2000.

The initiatives are designed to

strengthen planning of international business development activities by involving federal and provincial departments and businesses, setting up industry teams, improving the delivery of services, and providing companies and officials with the information and communications tools they need.

Initiatives

These initiatives include

- **Canada's International Business Strategy:** a partnership of the federal government, the private sector and the

CULTURAL ATTACHÉ

NEWSLETTER

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provinces based on developing winning strategies in 23 key industry sectors.

- **National Sector Teams:** groups in particular industry sectors are being set up to develop public and private strategies for export success and to strengthen trade, investment and technology linkages among firms in related lines of business.

- **Regional Trade Networks:** in response to requests from business for more efficient service from all levels of government, are

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Minister MacLaren Presents 1995 Canada Export Awards

On October 2, the Honourable Roy MacLaren, Minister for International Trade, presented a **1995 Canada Export Award** to 12 Canadian companies, selected from 207 candidates, for their exceptional export achievements.

The presentation ceremony was held in Fredericton, New Brunswick, in conjunction with the 52nd annual convention of the Canadian Exporters' Association.

This year, for the first time, the Canada Export Awards welcomed the participation of two organizations well known for their involvement with

Canadian exporters.

Under the theme *Partners in Trade*, the Canadian Imperial Bank of Commerce and the Export Development Corporation joined the Department of Foreign Affairs and International Trade as official sponsors of the program.

"With federal and provincial governments working with business in a Team Canada partnership, our capabilities can be used to the fullest, allowing businesses to succeed in the international marketplace," MacLaren said.

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