

Exporters targeting niche opportunities in other sectors will continue to receive assistance from Department of Foreign Affairs and International Trade (DFAIT) personnel in Canada and China on a responsive basis, as resources permit.

Prime Minister Jean Chrétien introduced the Team Canada concept — federal, provincial and territorial governments working together with Canadian business to promote trade — in recognition of the historic transformation taking place in China and the unique challenges and opportunities that this affords Canada. He personally led the largest Canadian trade mission ever mounted to China, in November 1994.



**Team Canada Inc. • Équipe Canada inc**

**To find out more about Team Canada Inc and its services, call 1-888-811-1119 or visit the web site at <http://www.exportsource.gc.ca>**

Since that time, the Team Canada approach pioneered for China has been applied to other promising markets, with an impressive record of success. This partnership approach has been formalized through the Canada's International Business Strategy (CIBS) process, and the network of Trade Team Canada sectors that integrate public and private-sector views in trade development strategies. In China and Hong Kong, the Canadian government works in close association with the Canada China Business Council, the Canadian Chamber of Commerce in Hong Kong, and the Hong Kong-Canada Business Association.



**Canada China Business Council**  
*The CCBC is a private-sector, non-profit membership organization facilitating and promoting trade and investment between Canada and the People's Republic of China. Visit the website at <http://www.ccbc.com>*

The following section highlights the assistance available from DFAIT and the Canadian embassy, consulates general and consulate in China and Hong Kong. For information on services provided by other Team Canada partners in Canada, such as skills development, market information, counselling and advice, market entry services and trade financing, see the Contacts section of this document.

## Action Plan Objectives

This Trade Action Plan is designed to help Canadian companies to compete successfully and to take maximum advantage of trade and investment opportunities in China and Hong Kong. Specific efforts and initiatives are directed at preparing and facilitating the entry of export-ready small and medium-sized enterprises (SMEs) that are new to these markets, to help them plan and execute a sustainable business strategy. At the same time, the Trade Action Plan recognizes the need to protect and build upon the accomplishments of Canadian firms already active in these markets, in the face of increasing competition and an evolving business environment. The overall objectives of the Trade Action Plan are as follows:

- ◆ to substantially raise Canada's profile as a valuable trade and investment partner, and to foster strong support for closer economic and commercial co-operation with China and Hong Kong:
  - by maintaining the momentum of high-level visits of Chinese and Canadian leaders and senior officials, in keeping with the Team Canada approach, and by incorporating business representation to the greatest extent possible in delegations and visit programs; and
  - by monitoring economic developments in China and Hong Kong, and disseminating information and market intelligence to the Canadian business community using a full range of communications channels.
- ◆ to improve market and investment access in China for Canadian products and services:
  - by strengthening the ongoing trade policy dialogue and by negotiating Foreign Investment Protection Agreements (FIPAs) with China and Hong Kong; and

- by maintaining a close co-operation and information-sharing with key Canadian trade organizations, such as the Canada-China Business Council, and with all levels of government, and by ensuring that efforts are consistent and reflect private-sector interests.
- ◆ to increase sales of Canadian products and services in the China and Hong Kong markets:
  - by aggressively promoting exports of high value-added and manufactured products, especially in promising sectors where Canadian technological excellence is well-established internationally;
  - by sustaining and strengthening Canada's established role as a reliable supplier of agricultural and resource products to China;
  - by supporting Canadian business efforts to expand and deepen market presence through investments in China and Hong Kong, especially joint ventures and wholly owned Canadian operations;
  - by developing and delivering tailored mechanisms to address the needs of Canadian SMEs, thus encouraging greater penetration of China and Hong Kong by those smaller and more specialized firms that are ready for these markets; and
  - by maximizing the economic benefits of activities and initiatives in other areas, including multilateral development bank, Canadian bilateral development assistance projects, or provincial and municipal government linkages.
- ◆ to increase foreign direct investment into Canada by Mainland China and Hong Kong:
  - by promoting Canada as an outstanding investment destination to the Chinese business community.

These global Trade Action Plan objectives are complemented by sectoral strategies, which follow in Chapter 4, designed to maximize Canadian capabilities in a number of China and Hong Kong economy priority sectors.



**The Trade Action Plan and additional commercial information on China and Hong Kong are also available on-line at the Department of Foreign Affairs and International Trade's China and Mongolia Division Web site at <http://www.dfait-maeci.gc.ca/china>**

## Action Plan Resources

### The Trade Commissioner Service in China and Hong Kong

DFAIT's trade commissioners are the delivery arm for co-ordinating the trade promotion and international business development efforts overseas of various government departments and the business community. Trade commissioners in Ottawa and at Canadian missions in China and Hong Kong play a leading role in trade policy development and implementation. They are responsible for international trade promotion activity, and provide market intelligence and expertise for specific markets.

Canadian trade commissioners and locally engaged commercial officers and assistants in the People's Republic of China (PRC) are actively promoting Canadian goods and services exports, international business opportunities, and investment in Canada. Working from the Canadian Embassy in Beijing, Canadian Consulates General in Shanghai, Guangzhou and Hong Kong, the Canadian Consulate in Chongqing and the China and Mongolia Division in Ottawa, the team promotes value-added activities, and brings benefit to Canadian manufacturers and service providers by promoting business with China.

Their role is to help new and experienced Canadian companies that have researched and selected their target markets. Their mandate complements that of their colleagues in International Trade Centres (ITCs) across Canada, and in other federal departments and provincial or territorial governments, who help prepare Canadian firms to become export-ready prior to leaving Canada.