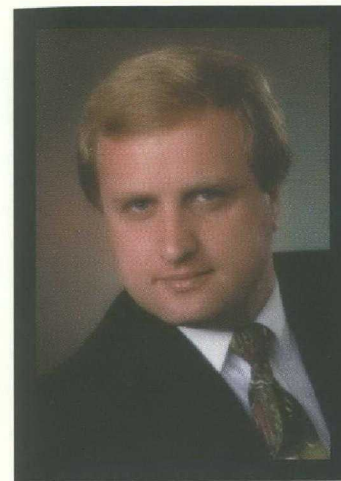


Team Canada • Équipe Canada



MESSAGE FROM THE MINISTER FOR INTERNATIONAL TRADE

When you consider that exports account for 40 percent of Canada's gross domestic product, it is clear that Canadian businesses are succeeding every day in international markets. Indeed, the World Economic Forum ranks Canada fourth in the world for international competitiveness, up from eighth last year.

Canadian Excellence is a testimony to the capabilities and competitiveness that we have to offer the world in such sectors as transportation; energy and natural resources; telecommunications and information technologies; construction and building products; financial services; agri-food; environment; and education, arts and culture.

Canadian firms have consistently demonstrated creativity and versatility in their approaches to international challenges. They have the willingness to adapt their goods and services to satisfy the needs of their customers, to transfer technology, and to form strategic alliances. As you read through this book, consider what your business could achieve by teaming up with a Canadian company. Consider tapping our expertise and making use of our know how.

All you need do is contact one of our Canadian Trade Commissioners who work in more than 125 locations around the world. They can help you identify and contact potential Canadian partners, and assist you in meeting your business goals.

Canada is not only a good business partner; it is also an excellent place to invest, offering one of the most open and competitive business environments in the world and a gateway to the lucrative North American market. In fact, according to a recent KPMG cost-comparison study involving five European countries and the United States, Canada ranked number one as the least expensive place to establish a new business facility.

With combined merchandise and services exports of over \$300 billion in 1996, you could say that Canada is leaving its mark on trade and that Canadian excellence is our trademark.

The Honourable Sergio Marchi

MINISTER FOR INTERNATIONAL TRADE

