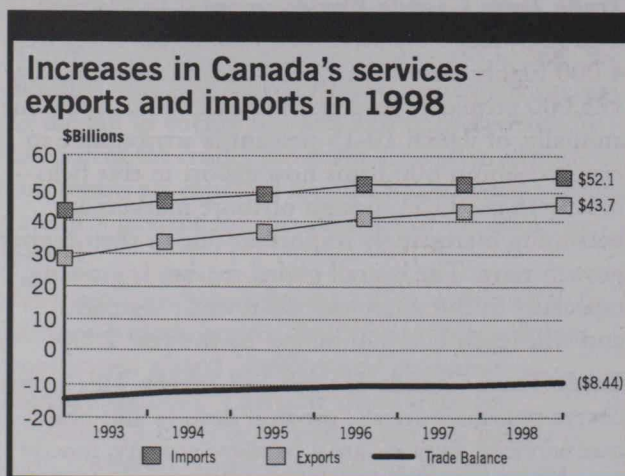


Trade Team Canada Information and Communications Technologies: The sector generates revenues of \$70 billion a year, with manufacturing exports of \$21 billion. It is made up of some 17 000 separate establishments, many of them new and innovative SMEs, and employs over 400 000 people. The Canadian government works closely with the industry to ensure that standards and regulatory regimes do not pose barriers to market access.

Converging trends in technologies and markets, promoted by digitization, are eroding the distinctions between traditional industries such as broadcasting, telecommunications, computers, and information services industries. This creates new global markets and opportunities for Canadian firms, as new products and services – such as those linked to the Internet – emerge at an unprecedented rate. To take full advantage of the trade opportunities presented by this growth in the digital economy, Canada must continue its efforts to develop and maintain a highly skilled workforce.

Trade Team Canada Plastics: The sector includes manufacturers of synthetic resins, plastics processing machinery and moulds, and plastic products. There are 1 900 establishments in the sector, mostly SMEs, employing more than 91 000 workers. In 1998, industry shipments were \$21 billion, more than half of which were exported. Canada ranks as the sixth-largest exporter worldwide, with a market share of 4 percent.



Source: DFAIT/Trade and Economic Analysis Division (EET)

Trade Team Canada Service Industries and Capital Projects: Exports by this sector continue to grow rapidly, and show excellent prospects for increasing growth. Canadian companies are well-equipped to compete successfully in international markets.

In addition to the Trade Team Canada sectors, the following sectors also play an important role in Canada's export mix, and figure prominently in the government's IBD strategy:

Cultural Industries: The cultural sector embraces a variety of sub-sectors: visual and performing arts, broadcasting, book publishing, films and videos, sound recordings, multimedia, arts and crafts (aboriginal and non-aboriginal), tourism, and education services. It also includes conservator services (arts) and Museum Collection Networks.

Canada's cultural exports are growing at an unprecedented rate. In 1995, cultural exports (\$2.5 billion) accounted for almost 12.5 percent of the cultural GDP (\$20 billion), and for 5.6 percent of jobs in the cultural sector. In 1997, exports of cultural commodities reached \$1.5 billion – representing 0.5 percent of Canada's total domestic exports of \$278 billion. While the U.S. remains the priority market, accounting for more than 89 percent of exports, Western Europe (specifically U.K., Germany, France and Spain) have been identified as priority markets by various cultural sub-sectors.

Education Services: Recognizing the strategic role of the education and training sector in developing Canada's capacity to participate in a knowledge-based economy, the government assists public and private stakeholders to ensure that this dynamic industry continues to develop its potential both at home and overseas. Canadian export activities include: the procurement of corporate, government and group training contracts; the multilateral development of bank-funded education and training projects; sales of distance- and technology-mediated learning programs, products and expertise; recruitment of international students; and procurement of foreign investment for research and development work. The value of this diverse international education and training industry is conservatively estimated at \$100 billion.

Government assistance to help education and training providers to successfully export their goods and services include: the development of education centres overseas; partnership conferences; a web site containing market information and guidelines for government export programs; individual consultations; broad policy development; and linkages with industry associations.