

### **Market Intelligence**

Access to timely, accurate foreign market information and, more importantly, "market intelligence," is a prerequisite to Canadian companies' sustained international commercial success. Market intelligence is that hard-to-come-by knowledge or insight, often resulting from personal contacts. It includes critical information relating to sales opportunities or marketing conditions that can provide that extra edge over Canada's competition. The federal government is committed to exploiting more fully the presence of our missions abroad in providing up-to-the-minute information on specific business opportunities and ensuring its effective dissemination to Canadian industry.

New guidelines will be implemented to provide more and better information and intelligence to Canadian companies as rapidly as possible. Government-wide sector expert groups are being created to guide this process.

### **Multilateral Development Banks**

Despite Canada's role as a leading donor to multilateral development banks (MDBs), such as the World Bank Group and several regional development banks, Canadian companies have not taken full advantage of associated procurement opportunities. Total lending from these institutions exceeds US\$40 billion a year, a significant portion of which could be of interest to Canadian suppliers.

The bidding process, while competitive, is reasonably standard and transparent. Much of the MDBs' technical assistance focus involves sectors in which Canada is internationally competitive; this link is becoming stronger as the overall commitment to environmental sustainability increases.

To improve Canadian company performance, the government is establishing institution specialists to work more closely with Canadian suppliers. Options will also be investigated to develop a more integrated approach between DFAIT and CIDA to maximize Canadian participation on MDB projects.

### **Agri-Food Trade Specialists**

To confront increasingly aggressive international competition and to take full advantage of emerging trade opportunities in the agri-food sectors, the Canadian government is placing additional agri-food trade and marketing specialists in priority markets abroad. These specialists will be dedicated to improving market access and expanding exports of Canadian agriculture and agri-food products and services. Specialists have already been placed in Japan, the Republic of Korea, Singapore, Taiwan and Mexico, and others will be appointed as a priority.

### **Conclusion**

In order to revitalize the Canadian economy and put Canadians back to work, Canada must increase its share of global markets in the face of strong and growing competition. We must also attract greater foreign investment and encourage firms to take advantage of leading-edge technologies that provide the basis for competitive advantage.

The challenges and the opportunities are equally great. Success, and the resulting ability to achieve our full potential as a secure and prosperous society, will require the active commitment and applied wisdom of all concerned.

The federal government invites all Canadians to participate actively in the partnerships fostered through Canada's ITBP, to help carry through its new approach to international business development.