

business information and intelligence will be improved by expanding a variety of informatics tools and information delivery systems (i.e. Market Intelligence Messaging System [MIMS], Trade Team Canada Database [WIN Exports], Electronic Bulletin Board, ACCESS '95, FaxLink, ENVINET).

- **World Trade Access 1995 Initiative (ACCESS '95)** — To maximize Canada's share of the \$1 trillion in new growth that the results of the Uruguay Round are expected to generate over the next decade, the Government recently launched ACCESS '95. This initiative is designed to ensure that Canada's international business development resources are focussed on opportunities that offer the highest payoff for industry.

By targeting opportunities arising from the Uruguay Round, the Government hopes to encourage SMEs that geared up to export under the Canada-U.S. Free Trade Agreement (FTA), to expand into offshore markets. At the same time, it is hoped that many new SME exporters (and established larger firms) will be encouraged to exploit new market opportunities throughout Latin America, Asia-Pacific and Europe.

ACCESS '95 will:

- establish a database to identify specific improvements in tariffs and non-tariff barriers representing significant gains in Canadian access for some 200 major products and 11 service sectors in 42 priority markets;
- generate market intelligence from Canadian missions abroad that targets the best new opportunities and provides guidance on key factors to compete in emerging markets;
- use the Government's market information and intelligence network to communicate this intelligence to firms quickly and directly;
- provide expertise that explains the complexities of the WTO measures and their five- to ten-year implementation schedules, along with advice on the best approaches to overcome foreign barriers.

- **Trade Barriers Inventory** — The Government will develop a detailed inventory of external trade barriers encountered by Canadian exporters. Work has already begun on barriers in six countries (India, Australia, Japan, Taiwan, Israel and Brazil), with others to be added in the months ahead. A similar inventory of internal, domestic barriers (i.e. federal and provincial policies, practices and programs) that work against the international competitiveness of Canadian firms will also be compiled. This information will be used to quantify the cost of such barriers to Canadian industry and to develop an action plan for their removal, both domestically and internationally.

- **Sector Competitiveness Frameworks** — The Government will continue its work with industry to develop a series of detailed sector competitiveness frameworks. Each framework will provide an in-depth analysis of the main issues challenging the sector, describe the performance and structure of the industry, assess its competitive position, and identify emerging trends. Opportunities for more concerted action by government and industry to help companies build the infrastructure needed to compete successfully will also be identified.

- **Canada Business Service Centres (CBSC) Network** — Canada's network of business service centres is jointly sponsored by the federal and provincial governments and the private sector. CBSCs are a cost-effective way to provide Canadian business with fast access to information on government services, programs and regulations. To improve the existing CBSC network, the Government will work to extend service to other communities across Canada, in co-operation with various