

# CANADEXPORT

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Canada's Export Strategy

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## The International Trade Business Plan

The 1995/96 International Trade Business Plan (ITBP) lays out Canada's strategies and activities in support of international business development. It enables the private sector to influence the development of those strategies and become involved in the proposed activities. It is managed by the federal government in partnership with the provinces and Canadian industry.

The ITBP is designed to strengthen the connection between global demand and Canadian supply capability. It also provides linkage between trade development, trade policy, investment development, and technology transfer, each of which is essential to Canada's success in international

markets.

The consensus reached by the various partners involved throughout the ITBP consultation process is reflected in the plan documents. These documents are made up of three components: an overview, a series of industry sector strategies, and accompanying lists of international activities.

- **OVERVIEW:** The **ITBP Overview** provides the broad context for the individual industry sector strategies detailed in the Plan. It comprises four elements: a **Strategic Overview** summarizing the Government's main trade policy and international business development objectives; a **Geographic Overview** identifying opportunities, challenges and priorities by

geographic region; a list of Cross sectoral Activities to be undertaken in support of international business development; and the addresses of Canada Business Service Centres.

- **INDUSTRY SECTOR STRATEGIES:** The main component of the ITBP consists of 23 individual sector profiles that detail how the Government will work with industry to take advantage of emerging global trade, technology and investment opportunities. Each strategy provides a summary of international business development priorities for the given sector, and is the result of close consultation with the private sector.

- **INTERNATIONAL ACTIVITIES:** A list of international activities is appended to each sector strategy. These lists are the product of government-industry consultation, and represent the specific activities governments intend to sponsor in support of each sector strategy. Canadian companies are invited to participate in these events, and are encouraged to contact the listed department or agency for details.

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## Canada Joins the World Trade Organization

*"The World Trade Organization will provide a strong foundation for the future expansion of trade and investment, generating jobs and growth in Canada and around the world." Roy MacLaren, Minister for International Trade.*

The World Trade Organization (WTO), which came into force on January 1, 1995, is an international body that will replace the GATT (General Agreement on Tariffs and Trade) Secretariat and that will oversee and co-ordinate the agreements that result from the Uruguay Round.

Canada and its trading partners have agreed to eliminate all tariffs in a number of key sectors and to reduce remaining tariffs by an average of one-third over the next five to 10 years. Using the

GATT/WTO framework as a base, Canada will continue to work towards greater multilateral, regional and bilateral trade liberalization.

### What is in the agreement?

- The World Trade Organization will be responsible for implementing all the agreements resulting from the Uruguay Round.

- The WTO will be guided by a ministerial conference open to representatives of all WTO members.

- The WTO will be administered

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