



UNCLASSIFIED

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Canada's International Trade Business Plan - Doing Business Abroad

I am pleased to provide you with a copy of Canada's 1994-95 International Trade Business Plan (ITBP) - Doing Business Abroad.

The Plan brings together the international trade, technology and investment strategies and activities of all federal departments and agencies involved in international business development. The 1994\95 ITBP is composed of a separate Strategic Overview and 21 individual Sector Strategies. A backgrounder is attached for ease of reference.

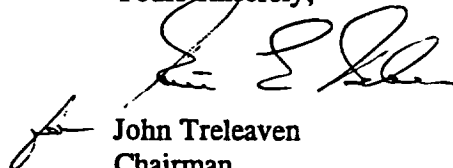
Bringing greater coordination and efficiency to federal (and increasingly provincial) international business development efforts is a key objective of the Plan. However, the ITBP represents much more than simply "government" getting its own house in order. It is also an important mechanism for active consultation with the private sector - one that seeks to ensure that government international strategies, programs and activities reflect the real needs of Canadian industry. Indeed, this year's Plan incorporates significant input from the private sector through consultations with SAGIT's and a variety of other industry associations.

Complete sets of the ITBP, or individual sector strategies, are available from the InfoCentre of Foreign Affairs and International Trade Canada (DFAIT). They can be ordered by telephone, 1-800-267-8376, or fax, (613)996-9709. This year's Plan will also be available on diskette; a copy will be forwarded to you as soon as they are available.

The ITBP process is evolving, and each year significant improvements are made. Preparations for the 1995/96 Plan, in which we hope to have greater provincial participation, are already underway. I would like to take this opportunity to thank you and your staff for the valuable contribution you have made to this year's Plan. I encourage you to play an active role in the preparation of the 1995/96 edition.

Any comments and suggestions you may have on the ITBP are most welcome.

Yours sincerely,



John Treleaven
Chairman
ITBP Steering Committee