

Canada's International Business Strategy (CIBS) is a key element of the federal government's commitment to a "Team Canada" partnership with the private sector and the provinces — a partnership based on developing winning strategies that generate new opportunities for Canadian business.

By encouraging direct and active consultation between government and the private sector, CIBS provides Canadian industry with an important opportunity to influence government international business priorities. The result is a series of international business strategies spanning 22 key industry sectors. Each sector strategy identifies the primary objectives that government and industry will pursue to help Canadian firms capture emerging global trade, technology and investment opportunities. These objectives, in turn, determine which specific international events and initiatives receive government support.

Through full industry participation in setting government priorities, CIBS ensures that government strategies and initiatives reflect the real needs of Canadian industry. At the same time, CIBS works to reduce overlap and duplication among governments and to direct government resources where they can genuinely "make a difference."

CIBS includes...

◦ **CIBS Overview:** This section consists of a *Strategic Overview* summarizing Canada's main trade policy and international business development objectives, and a *Geographic Overview* identifying key challenges, priorities and opportunities within each of the world's major geographic regions. The Overview also includes a list of *Cross-sectoral Activities* that will be undertaken in support of international business development, as well as a complete list of Canada Business Service Centres.

◦ **Industry Sector Strategies:** The main component of CIBS consists of 22 *Industry Sector Strategies*, detailing how government and industry will work together to take advantage of emerging global trade, technology and investment opportunities. Each strategy provides a summary of international business opportunities and priorities for a given sector, based on close consultation with the private sector.

◦ **International Activities:** A list of international activities is appended to each sector strategy. Each list identifies the specific international events and initiatives that governments intend to sponsor in support of the strategy. Canadian companies are invited to participate in these events, and are encouraged to contact the department or agency listed for details.

Where can I get a copy?

CIBS is a public document available to anyone free of charge. It is available on-line, along with a "Compendium" (a continually updated list of federal and provincial government-sponsored activities that support the international business development efforts of Canadian firms).

To obtain copies of the Overview, Industry Sector Strategies and Sector Activity Lists, please contact the Department of Foreign Affairs and International Trade's InfoCentre at:
Tel: 1-800-267-8376; FaxLink: 613-944-4500;
Internet: <http://www.dfait-maeci.gc.ca>

We want to hear from you!

CIBS is continually being revised in response to feedback from clients. Your views on how CIBS can be improved are important. If you have comments or questions, or want to find out how to become more actively involved in the CIBS process, please contact the CIBS Working Group at:
Tel: (613) 944-4827; Fax: (613) 996-9265;
E-mail: strategy.cib@extott16.x400.gc.ca

We also invite you to take a moment to complete the enclosed one-page questionnaire.

