

continue to receive assistance from Department of Foreign Affairs and International Trade (DFAIT) personnel in Canada and China on a responsive basis, as resources permit.

Prime Minister Jean Chrétien introduced the Team Canada concept – federal, provincial and territorial governments working together with Canadian business to promote trade – in recognition of the historic transformation taking place in China and the unique challenges and opportunities that this affords Canada. He personally led the largest Canadian trade mission ever mounted to China, in November, 1994.

Since that time, the Team Canada approach pioneered for China has been applied to other promising markets with an impressive record of success. This partnership approach, involving federal, provincial and territorial governments with the business community, has been formalized through the *Canada's International Business Strategy* (CIBS) process, and the network of National Sector Teams that integrate public- and private-sector views in trade development strategies. In China and Hong Kong, the Canadian government works in close association with the Canada China Business Council, the Canadian Chamber of Commerce in Hong Kong, and the Hong Kong Canada Business Association.

The Action Plan Resources section highlights the assistance available from DFAIT and the Canadian Embassy and Consulates in China and Hong Kong. For information on services provided by other Team Canada participants, such as export financing, industrial co-operation support and export training, see the **Contacts** section of this document.

Action Plan Objectives

The Trade Action Plan is designed to help Canadian business to compete successfully and to take maximum advantage of export opportunities in China and Hong Kong. In particular, the Plan targets export-ready small and medium-sized enterprises (SMEs) that are new to these markets, and therefore in need of greater support. The Plan provides a strategic framework through which government and business can work together to attain the goal of \$20 billion in two-way trade by the year 2000. Within the overall context of the Canada-China bilateral relationship, the main objectives of the Trade Action Plan are as follows:

- to raise Canada's profile as a valuable trading partner and increase support for closer economic and commercial co-operation with China and Hong Kong;
- to press for improved market and investment access in areas of importance to Canadian business, and negotiate foreign investment protection agreements with China and Hong Kong;
- to help Canadian business to expand and deepen market presence through investments in China and Hong Kong, especially joint ventures and wholly owned Canadian operations;
- to maintain the momentum of high-level visits of Chinese and Canadian leaders and senior officials, in keeping with the Team Canada approach, and incorporate business representation to the greatest extent possible in delegations and visit programs;
- to sustain and strengthen Canada's established role as a reliable agricultural and resource supplier to China;

- to increase sales of value-added and manufactured products, especially in promising sectors where Canadian technological excellence is well-established internationally;
- to help service exporters to enter the market and take advantage of emerging opportunities opened up by ongoing economic reforms in China;
- to maximize the economic benefits of activities and initiatives in other areas of Canada's bilateral relationship, such as development assistance projects or provincial and municipal twinnings;
- to work with the private sector to ensure a more co-ordinated approach to trade policy and business development initiatives, by reinforcing co-operation with industry associations and other consultative mechanisms;
- to track China projects that have strong potential to be financed by the World Bank and Asian Development Bank and help potential Canadian suppliers to position themselves early to pursue procurement opportunities;
- to organize a federal ministerial trade mission to China's emerging regional markets and the new business opportunities they present, as a follow-up to two previous missions led by the Secretary of State for Asia-Pacific;
- to take full advantage of Hong Kong's role as a regional business centre and trade *entrepôt*, and help Canadian firms to use Hong Kong investment and financial services, as well as mainland Chinese-controlled companies based in Hong Kong, to reinforce market penetration in China and other countries in the region; and
- to develop an efficient system to rapidly disseminate reliable information and intelligence

to the Canadian business community via the broadest possible range of communications channels.

In addition to the above generic objectives, sector-specific actions are noted under each of the sector strategies in the Trade Action Plan.

Action Plan Resources

Trade Commissioner Service

DFAIT's trade commissioners are the delivery arm for co-ordinating the trade promotion and international business development efforts of various government departments and the business community. Trade commissioners in Ottawa and at Canadian embassies abroad play a leading role in trade policy development and implementation. They are responsible for international trade promotion activity, and provide market intelligence and expertise for specific markets.

Trade commissioners and locally engaged commercial officers and assistants are located at the Canadian Embassy in Beijing, the Consulate General in Shanghai, the Consulate in Guangzhou, the soon to be opened Consulate in Chongqing, and the Consulate General in Hong Kong's Special Administrative Region (SAR).

Their role is to help Canadian business gather market intelligence and establish contacts. Their mandate complements that of their colleagues in International Trade Centres (ITCs) across Canada, and in other federal departments and provincial or territorial governments, who help prepare Canadian firms to become export-ready prior to leaving Canada.

