
Summary

OUR CLIENT ORIENTATION-- (AN UPDATE)

INTERNATIONAL TRADE BUSINESS PLAN

- The release of Canada's International Trade Business Plan (ITBP)- "Doing Business Abroad," provided a means for bringing greater coordination and efficiency to federal (and, to some extent, provincial) international business development efforts.
- At the same time, the ITBP represented 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.

CONSULTATIONS

- Similar efforts are underway to consult with business, OGDs and the Provinces through :
 - the International Trade Advisory Committee (ITAC) and the Sectoral Advisory Groups on International Trade (SAGITs);
 - three permanent ITAC Task Forces on trade policy, trade development, and trade and the environment have been added to provide the government with an ongoing two-way flow of information and advice on international business matters;
 - focus groups on the preparation of Global Market Opportunity Reports (GMORs);
 - work with the provinces, individually, or on a regional basis, to promote better coordination of international business planning activities, and reduce areas of potential overlap and duplication.