

## Son of CIBS Coming Soon! By Roger Beare (TCA)

By the time you read this article, the *Son of CIBS* will be terrifying audiences in a theatre near you. As a major element of the federal government's *Jobs and Growth* strategy — which places considerable emphasis on exports — CIBS describes how the private sector and various levels of government will work together to generate new international business for Canadian companies.

This year, CIBS is appearing in two stages. Volume I, which includes the broad strategic overview and the various geographic overviews, will be followed by a companion volume containing abridged sectoral strategies. The 1997-98 CIBS also includes two new sectoral strategies, Aboriginal Products, Services and Technologies, and Construction, Architectural and Engineering Services. More than ever before, the sectoral strategies reflect deliberations within the National Sector Teams, including strong private-sector representation and increased participation from OGDs and provincial governments.

Longer versions of the sectoral strategies will be available electronically, via e-mail and the Internet, as well as by fax. A continually updated list of activities designed to implement the sector strategies — the CIBS evergreen compendium — is currently available on the Internet. An abbre-

viated, quarterly update of the compendium is also available by fax-back.

Exciting reforms planned for 1998-99 will result in CIBS Lite, every bit as intoxicating, but less filling than earlier brews bottled under this label.

### THE CRITICS AGREE!

...even more daunting than its petrifying parent, the 1997-98 CIBS (Canada's International Business Strategy) is two-headed, appearing, as it does, in two volumes.

...two new sectoral strategies: Aboriginal Products, Services and Technologies, and Construction, Architectural and Engineering Services.

...more input from the private sector, other government departments (OGDs) and provincial governments.

...enhanced electronic availability.

Two thumbs up! If only we had more thumbs!

## Private Sector Helps Small Business Dream Big

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members of the Canadian Chamber of Commerce, Canadian Airlines employees and retirees.

- The proposal must involve travel to one of the international destinations described in the pamphlet.
- Winners are selected from the following regions: Atlantic, Quebec, Ontario, Western and Pacific.

If you would like to refer a small Canadian

company to the Small Business International Expansion Program, please call the following numbers for information or application forms:

(403) 294-6833 (Calgary) Ask for Denise Chaulk.  
(905) 612-2071 (Toronto) Ask for Anna Witter.

*Editor's note:* In speaking to Mr. Presser about his experience with the Program, he said that the service he received from our São Paulo consulate general was impeccable. Specifically, he mentioned the work of Mariangela Olivieri de Lima.

Over a year ago, our posts and missions were asked to send in photos of the Canadian flag around the world. Those photos are on display in a new website, *Showing the Flag: A Canadian Photo Album*. <http://www.dfait-maeci.gc.ca/english/flag/>