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# news release

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## MACLAREN AND MANLEY LAUNCH THE 1994-95 INTERNATIONAL TRADE BUSINESS PLAN

Minister for International Trade Roy MacLaren and Minister of Industry John Manley today launched simultaneously in Toronto and Montréal Canada's International Trade Business Plan (ITBP) for 1994-95.

The ITBP is the federal government's consolidated strategy and action plan designed to assist Canadian firms in their pursuit of international business. It was developed in consultation with the private sector across Canada. Provincial governments were also invited to provide input.

"The high costs of doing business in today's global economy call for clear priorities, sound and well-executed business development strategies, flexibility to meet changing circumstances and better management of financial and human resources by both the private and public sectors," Mr. MacLaren said in Toronto. "This Business Plan supports these goals."

The Government's approach to international business development will build on three broad objectives: greater partnership between public and private sectors; expanded trade participation of export-ready firms, especially small and medium-sized firms; and increased diversification of Canada's trade relations.

"There is a need for more small businesses to become involved in international trade," commented Mr. Manley in Montréal. "The International Trade Business Plan is one of the ways we can help them take advantage of export opportunities."

This year's ITBP is more streamlined than in the past, consisting of a Strategic Overview complemented by individual sector-specific strategies.