

**Market Access:** Transport Canada makes a major contribution by:

- promoting and protecting the interests of Canadian providers and consumers of transportation and related services in bilateral and multilateral negotiations;
- representing Canadian interests in various bilateral, regional and multilateral fora dealing with transportation issues (including the International Civil Aviation Organization, APEC, OECD, NAFTA transportation consultative groups);
- establishing transportation policies that provide the legal foundation for access to international transportation markets, such as “open skies” and trucking deregulation;
- developing, with DFAIT, mandates to negotiate bilateral air agreements to provide access to international air freight and passenger markets;
- representing Canadian interests at numerous intergovernmental fora (International Maritime Organization, International Civil Aviation Organization, NAFTA transportation consultative groups) to harmonize transportation rules and standards, and to facilitate Canadian access to foreign markets.

**International Market Development:** The International Cooperation Branch of Transport Canada actively markets Canadian public sector expertise and supports the department’s technical cooperation agreements in transportation. In doing so, Transport Canada supports the Canadian private sector by:

- assisting Canadian firms to access opportunities with international financial institutions (IFIs) and international organizations, and promoting Canadian expertise to these institutions;
- increasing international awareness of Canadian capabilities in the transportation sector;
- augmenting the abilities of Canadian firms by providing public sector expertise on specific transportation projects;
- obtaining market information on opportunities in the international transportation sector, and distributing it to Canadian private sector firms;
- participating in federal government initiatives aimed at expanding markets for Canadian products and services, such as the National Sector Teams.

## **Western Economic Diversification Canada (WD)**

As a Regional Development Agency and a member of the Industry Portfolio, Western Economic Diversification (WD) is responsible for promoting the development and diversification of the western Canadian economy. WD also coordinates federal economic activities in the West and reflects western Canadian interests in national decision-making.

WD is the single point of contact for the delivery of federal services, including export services, to small and medium-sized enterprises (SMEs). It has developed a network of partnerships with other service deliverers (including the Community Futures Development Corporations, the Canada Business Service Centres, and the Women’s Enterprise Initiatives) to provide the exporter development services critical to the entrepreneurial success of small business.

As a member of Team Canada Inc, WD led in the development of the Interactive Exporter planner. It also has an important responsibility for:

- promoting exporting as a means of growth and diversification to SMEs;
- assisting SMEs become export prepared: WD helps export-unaware firms become export-interested businesses, and export-interested companies to become export-ready companies;
- providing a range of export skills development services (including counselling services, training seminars and workshops), and helping clients to assess their export-readiness, consider their export options and prepare their export plans;
- providing trade financing and general export information through its International Trade Personnel Program and the Loan Investment Funds with bank partners;
- participating in the planning processes and information delivery of the DFAIT/Industry Canada-led Regional Trade Networks.