

# *Canadian government programs related to strategic partnering*

---

## **EXTERNAL AFFAIRS AND INTERNATIONAL TRADE CANADA**

External Affairs and International Trade Canada (EAITC) is the leading federal department responsible for Canada's international trade and investment, and export development.

About one-third of EAITC's personnel are employed in trade and economic policy work, and in promoting Canadian exports, investment and tourism. In broad terms, EAITC's trade responsibilities involve:

- enhancing Canada's access to foreign markets (through bilateral and multilateral trade negotiations);
- providing programs and services to Canadian companies to:
  - a) support their export marketing activities;
  - b) help them obtain foreign investment and technology to improve their international competitiveness.

### **Info Export Hotline**

Info Export is the department's export trade information and national toll-free assistance hotline.

For most beginning and many veteran exporters, Info Export is the best starting point for getting an up-to-date overview.

Staff can advise you on the full range of EAITC trade publications, programs and services. They can also tell you what is available through other federal departments and agencies. In short, Info Export gives you immediate answers to your export information questions or puts you quickly in touch with a trade expert who can.

### **Contact: Info Export (BTCE)**

External Affairs and International Trade Canada  
125 Sussex Drive  
Ottawa, Ontario  
K1A 0G2  
Toll-Free 1-800-267-8376  
Ottawa Callers: 993-6435

### **Overview of Services**

The department delivers its trade program and services through 138 offices in Canada and around the world.

- If you are new to exporting, your first step is to contact the International Trade Centre nearest you. There are twelve centres in cities across Canada.
- If you need trade and investment information for a specific country or region, contact the responsible geographic trade division in Ottawa.
- If you are interested in market prospects for a specific product or service sector, contact our sector trade divisions in Ottawa.
- When you have identified specific markets of interest to your company, you may wish to obtain further assistance from our Trade Commissioners abroad.

### **Investment Development Program (IDP)**

The Investment Development Program encourages targeted foreign corporations and other potential investors to bring new capital and technology into Canada. The program also promotes joint ventures and strategic partnerships between Canadian and foreign firms.

IDP activities are carried out by investment officers and counsellors at 43 EAITC trade offices around the world. The program initially focused on Canada's traditional foreign investment sources: the U.S., the U.K., France, Germany, Japan and Holland. It has now been expanded to cover additional European and Pacific Rim countries and the Middle East. Promotional campaigns, direct mail, seminars and other activities focus on sectors where Canada has demonstrated expertise and opportunities. A major selling point is the improved access Canada offers to the U.S. market under the Canada-U.S. Free Trade Agreement.

The department works closely with Investment Canada, Industry, Science and Technology Canada and provincial and municipal governments to identify investment priorities in Canada.

### **Going Global Investment Program**

The Going Global Investment Program is a new initiative within the IDP. Its mandate is to assist Canadian industry to capitalize on new investment opportunities arising from the integration of Western European economies and the dynamic growth of Asia Pacific. It is designed specifically to support focused and proactive investment promotion initiatives aimed at attracting technology-bearing investments in Canada's priority sectors from these regions to Canada. Under the Going Global Investment Program, priority will be given to projects which address the investment needs of Canada's