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providing commercially available information, and more on the exercise of our international trading rights (pursuant to the WTO and NAFTA, for example) and on state-of-the-art market intelligence gathered through Canadian embassies and consulates abroad.

**The Government will work with interested provinces, municipalities, and the private sector on four priorities:**

**1. Increasing the participation of Canadian businesses in the international economy.** The Government will continue to work closely with all firms to open doors to foreign governments and to key economic agents. It will target its direct financial trade promotion support on small- and medium-sized enterprises (SMEs). The Program for Export Market Development will be concentrated on firms with sales of less than \$10 million or with fewer than 100 employees. We will work with the private sector, the provinces and other government bodies to identify and assist "export ready" companies, and to provide timely, opportunity-specific market intelligence on sectors and markets that offer the greatest growth potential, including service sectors.

We will work with interested provinces to develop programs and services to help shape businesses' attitudes towards foreign cultures, enabling them to work better in foreign markets. The evolving business environment puts a premium on maximizing human resources with a global, dynamic outlook. The Canadian Foreign Service Institute (CFSI), DFAIT's centre for professional training in international management and policy, will work to expand its programs to other federal government departments, provincial governments and the private sector in order to contribute to this effort to build our international business culture in Canada. We will also work with the Export Development Corporation (EDC) and the commercial banks to improve export finance availability, particularly for SMEs.

**2. Diversifying International Business Markets.** While recognizing the critical importance of the US market for Canadian prosperity, we will also encourage incremental growth in other promising markets by:

- working with the private sector to help companies build on their success in the US and expand into offshore markets;
- focussing more resources on **high growth markets** in Asia-Pacific and Latin America and, in Western Europe, targeting our resources on investment, technology and strategic alliances. We will encourage Canadian companies to test the potential of emerging African and Middle Eastern markets, including post-