

BACKGROUNDER

Canada's International Trade Business Plan is made up of three components: a Strategic Overview, a series of industry sector strategies, and an accompanying series of international activities lists.

The three main objectives of the plan are threefold:

- to strengthen the link between global opportunities and the supply of capabilities of Canadian industry;
- to bring greater coordination to federal (and increasingly provincial) international business development strategies, priorities and activities to ensure that public resources are utilized as efficiently as possible; and
- to ensure that federal international business development strategies and activities reflect the real needs of Canadian industry.

Available industry sector strategies (and activities) include:

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| <ol style="list-style-type: none"> 1. Advanced Manufacturing Technologies 2. Aeronautics 3. Agri-Food Products 4. Arts and Cultural Industries 5. Automotive 6. Biotechnologies 7. Business and Professional Services 8. Chemicals and Plastics <ul style="list-style-type: none"> • Chemicals and Petrochemicals • Plastics and Polymer Products 9. Consumer Products <ul style="list-style-type: none"> • Apparel Industry • Business and Institutional Footwear • Footwear • Hardware and Housewares • Household Furniture • Sporting Goods (including recreational watercraft) • Textiles 10. Defence and Related Products <ul style="list-style-type: none"> • Aviation, Marine and Defence Electronics • Marine and Land Defense Systems | <ol style="list-style-type: none"> 11. Electrical and Energy Equipment <ul style="list-style-type: none"> • Electrical Equipment • Oil and Gas Field Equipment 12. Environmental Industries 13. Fish and Seafood Products 14. Forest Industries 15. Industrial Technologies <ul style="list-style-type: none"> • Agricultural Technology, Machinery and Equipment • Mining - Forestry - Pulp and Paper • Ocean and Marine Shipboard Technology 16. Information Technologies 17. Medical and Health-care Products 18. Minerals, Metals, Advanced Materials and Construction Products 19. Space 20. Tourism 21. Urban Transit and Rail |
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For information on how to receive additional copies of the Strategic Overview, or copies of industry sector strategies and international lists, please call: 1-800-267-8376.