

ANNEX 2

TEAM CANADA INC PRODUCTS AND SERVICES FOR INTERNATIONAL BUSINESS DEVELOPMENT

The three original core departments of Team Canada Inc (TCI), which devote the greatest amount of resources to international business development, are the Department of Foreign Affairs and International Trade (DFAIT), Industry Canada (IC), and Agriculture and Agri-Food Canada (AAFC). In the last year, 17 new members have joined, bringing current membership up to 20. To prepare this joint business plan, TCI drew on the common business lines of members' existing business plans for 1999-2002.

Department of Foreign Affairs and International Trade (DFAIT)

Market Access: Canada's market access priorities are to be clarified through consultation and analysis. New and more reliable access to international markets will be achieved through:

- advocacy of Canadian positions;
- negotiations in the WTO and the FTAA, as well as other bilateral, regional or multilateral fora;
- full implementation of trade agreements; and
- use of formal dispute resolution mechanisms in trade agreements.

International Market Development: DFAIT will contribute to increased export value of goods and services through:

- improving Trade Commissioner Service and other DFAIT services to the Canadian business community under the "Expand your Horizons" client service policy, including annual client feedback surveys;
- broadening the base, both number and activities, of Canadian firms looking to do business abroad, particularly with respect to SMEs, women, youth and Aborigines;
- diversifying the range of products exported, especially to knowledge-based and service industries;
- expanding Canadian market share in key markets, capitalizing on improved access; and
- increasing domestic awareness of the benefits accruing from international business development.

Investment: Foreign direct investment in Canada will be increased by:

- the attraction, expansion and retention of foreign investment and technology flows;
- more effective partnerships with provinces and municipalities to generate investment success stories under the new PEMD-I program;
- marketing Canada as a competitive investment destination; and
- promoting strategic alliances between Canadian SMEs and foreign partners.

Industry Canada (IC)

Market Access: Canada's market access is best served by a predictable system that allows for the certainty of long-term business planning. Through agreements with various trading partners, Canada has already negotiated a liberal trade environment. To build on these successes, the framework of international trade rules must be further strengthened by:

- reducing barriers to trade within Canada and ensuring that our domestic market functions effectively, to achieve the economies of scale necessary to confront international competition;
- working to improve access to key markets through tariff liberalization initiatives, and by eliminating any technical barriers and regulations, subsidies, government procurement restrictions and environmental measures that distort trade or investment decisions.

Export Capability and Preparedness: IC will take steps to enhance the export capability and preparedness of Canadian firms by:

- helping companies (primarily SMEs), through its International Trade Centres (ITCs), expand and diversify exports and support investment initiatives. Core functions of the ITCs include service delivery management, access to market specialization, and strategic leadership of Team Canada Inc and coordination within the Regional Trade Networks;