

- *priority sector analyses*: year-to-year, international, and sector-to-sector comparisons (available online, as produced, at <http://exportsource.gc.ca> via the Sector Information\Trade Team Canada Sectors links);
- *Team Canada Inc Achievements Report*: an annual Report to Parliament by the Minister for International Trade (available online at <http://exportsource.gc.ca> via the Team Canada Inc link).

1.4 SETTING OBJECTIVES

Setting goals and objectives helps government and private sector work together more effectively because they establish common, measurable collaborative efforts. Last year's IBD Business Plan contained three goals to provide direction, encourage commitment and measure achievement in international business development:

- to double the number of "active" exporters to 10 000 by the year 2000;
- to recapture 4 percent of the world agri-food export market by the year 2005, and to reverse the current 60:40 ratio of primary/processed agri-food exports;
- to deploy more Trade Commissioners abroad to achieve a 70:30 field to headquarters ratio by the year 2006.

Team Canada Inc has been developing additional performance indicators, measures and objectives for both the government's IBD performance and for Canada's trade and investment performance.

Four types are envisaged:

- global or macro
- market
- sectoral
- program

Four criteria guide the development of performance objectives:

- variables must be closely related to the economic well-being of Canadians;
- progress on achievement should be verifiable by hard data;
- goals should be based on realistic expectations about the future economic outlook for both Canada and its main trading partners; and
- goals must be mutually consistent.

Over the course of the next year, consultations will be held with the private sector to discuss macro forecasts relating to Canada's trade and investment performance.

A number of new IBD program performance benchmarks and measures are contained in Annex 1 of the Plan.

1.5 THE TEAM CANADA CONCEPT

Listening to our clients

Feedback from clients has resulted in a fundamental reassessment of the focus and structure of the government's trade and investment promotion efforts. With the growing recognition that programs supporting international business development are intimately linked with jobs and wealth creation, the government has refocused its efforts to help Canadian companies in their internationalization efforts. The result is an unprecedented effort to provide better service to the Canadian business community by integrating trade and investment promotion functions across more than 20 federal government departments and agencies, in partnership with the provinces.

The Team Canada Philosophy

The International Business Development (IBD) Strategy draws heavily on private sector consultations, reflecting the government's priority of building a more innovative economy through partnerships. This approach harnesses the collective strengths of all participants to leverage resources, reduce overlap, set priorities, improve market intelligence and sourcing systems and simplify program and service delivery.

The Team Canada approach to international business development operates on two levels:

- internationally, the Prime Minister leads the provincial premiers on high-profile Team Canada trade missions to garner new business in emerging markets.
- domestically, Team Canada Inc — our online trade promotion agency — coordinates IBD activities between federal departments, the provinces and territories, and the private sector. In its second year of operation, the Team Canada Inc service network is streamlining the provision of IBD services to business — getting the right kinds of services, quickly and efficiently, to the companies that can benefit. These services educate, inform and support both the novice and the experienced exporter, supporting the growth of the Canadian export community and the jobs and growth priorities of the Government of Canada.