

JOB CREATION STRATEGIES

Respondents were asked to judge the effectiveness of four activities to promote employment creation through international business and trade. Almost nine in ten (87%) see "encouraging small and medium-sized companies to export more" as an effective method for creating new jobs (41% very effective, 46% moderately effective). "Encouraging foreign companies to build new plants in Canada" was also seen as a very effective strategy to create jobs.

The following table summarizes the ratings for each of the activities:

Strategy	Very Effective	Moderately Effective	Total
Encouraging small and medium-sized companies to export more	41%	46%	87%
Encouraging foreign companies to build new plants in Canada	41%	43%	84%
Trade Missions by Prime Minister Chrétien and other government and business leaders to other countries to promote new business	23%	52%	75%
Provide more services to Canadian businesses abroad at Canadian embassies around the world	16%	47%	63%