

- assist Canadian business to expand and deepen market presence through investments in China and Hong Kong, especially joint ventures and wholly owned Canadian operations, and negotiate foreign investment protection agreements with China and Hong Kong;
- obtain greater leverage from existing activities and initiatives in other spheres of the multifaceted bilateral relationship, such as development assistance projects or provincial and municipal twinnings, to further promote economic partnership;
- better co-ordinate trade policy consultations and business development initiatives with the private sector through reinforced co-operation with industry associations and other consultative mechanisms, and continue to press for improved market and investment access in areas of importance to Canadian business;
- track China projects that have strong potential to be financed by the World Bank and Asian Development Bank and assist potential Canadian suppliers to position themselves early to pursue procurement opportunities;
- focus a second federal trade mission on China's emerging regional markets and the new business opportunities they present;
- exploit Hong Kong's role as a regional business centre and trade entrepôt and assist Canadian firms to utilize Hong Kong investment and financial services as well as mainland Chinese-controlled companies based in Hong Kong to reinforce market penetration in China and other countries in the region; and
- develop a systematic and efficient approach to rapidly disseminate reliable market information and intelligence to the Canadian business community via the broadest possible range of communications channels.

In addition to the above generic objectives, sector-specific actions are noted under each of the sector strategies contained in this Action Plan.

Action Plan Resources

Trade Commissioner Service

DFAIT's trade commissioners provide the delivery arm for co-ordinating the trade promotion and international business development efforts of various government departments and the business community. Trade commissioners in Ottawa and at Canadian embassies and consulates abroad play a leading role in trade policy development and implementation, are responsible for international trade promotion activity and provide market intelligence and expertise for specific markets.