



## I NTRODU CTION

Canadian businesses are successful players in the international marketplace. Canada now exports more on a per capita basis than any other country in the world. Exports continue to grow at unprecedented rates, now accounting for more than one third of our gross domestic product compared to one quarter five years ago.

*Canadian Excellence* outlines the strength and competitiveness of Canadian capabilities in seven sectors: transportation, energy, telecommunications and information technologies, financial services, agri-food, environmental industries and education. These are among Canada's top-performing sectors, though they by no means represent all our areas of success. Canadians also excel in mining, construction and architecture, to name but a few additional sectors of Canadian expertise.

Our companies bring more to the table than good products and services — they bring a willingness to adapt their products and services to meet specific customer needs, to transfer technology and to form strategic alliances. They can provide training and help develop creative and lasting business partnerships. In summary, Canadian businesses make good partners.

Canada is also an excellent place to invest. It has one of the most open and competitive business environments in the world. Canadian firms have access to the large North American market and excellent sources of supply. Many multinational firms have awarded North American or global mandates to their Canadian subsidiaries. Our cost competitiveness is at its highest level in decades. Canadian productivity has surged in recent years.

*Canadian Excellence* should help you gain a greater appreciation of the breadth of Canadian expertise and the possibilities of partnerships with Canadian firms.

I encourage you to consider what you can achieve in your market by teaming up with Canadian companies. Contact our Canadian Trade Commissioners located at more than 125 offices around the world (see list on pages 38 and 39). They would be pleased to help you identify and contact potential Canadian partners. They are experienced hands at putting Canadian excellence to work to our mutual benefit.

The Honourable Roy MacLaren

MINISTER FOR INTERNATIONAL TRADE

