

IBD activities in priority markets. Details of these activities (1500 in total) can be found on-line in Canada's International Business Strategy.

- In the agriculture, food and beverages sector, eight **priority market action plans** (United States, Japan, Mexico, Brazil, European Union, Taiwan, China/Hong Kong, South Korea) were developed by the Federal/Provincial Market Development Council, in consultation with the Canadian Agri-food Marketing Council and others. Four emerging markets have also been selected.
- The **Trade Commissioner Service Outreach Program**, a demand-driven "exporter awareness" service, sends trade commissioners from Canada's embassies to visit smaller communities in Canada to advise companies on challenges and opportunities in export markets. In 1997, 175 trade commissioners met with over 1100 companies in 110 Canadian centres.

Products and Programs for Exporters

- **Team Canada trade missions** have marked a watershed in Canada's approach to international business development, demonstrating what can be achieved when governments and the private sector work together. Prime Minister Jean Chrétien has led five trade missions, during which 856 business deals — valued at approximately \$24 billion — were concluded. The most recent mission in January 1998 to Mexico, Brazil, Argentina and Chile resulted in the signing of a record 306 business deals, worth approximately \$1.78 billion.
- In November 1997, Minister Marchi headed the first Canadian **women's trade mission** to Washington. The participants were 120 women-led small and medium-sized companies. Early indications are that resulting business volumes over the next 18 months will exceed \$10 million.
- The **New Exporters to Border States (NEBS)** program provided 775 Canadian companies with practical information and first-hand experience of U.S. border markets in the past year.
- The **Agri-Food Trade Service (ATS)** is the agri-food arm of Team Canada Inc. ATS On-line, part of the ExportSource Internet site, provides access to agri-food trade information. The site is accessed approximately 1300 times per day (a 400% increase in usage during 1997) and serves over 1200 clients per month.

Exporter Services

- The **Export Development Corporation (EDC)** provides a range of risk and financial management services for companies involved in global markets. In