
Industry Canada works with key partners within government and in the private sector to increase the number of exporting firms and to diversify markets by:

- Targeting IBD resources to priorities identified in Regional Trade Plans (RTPs) and priority sectors through renewed National Sector Teams.
- Supporting trade development activities to advance sectoral objectives, including incoming and outgoing missions, domestic and foreign trade shows, conferences and seminars, targeted dissemination of sector and market products intelligence, and development of information.
- Identifying and matching Canadian sources of supply, in particular small businesses, with foreign trade opportunities through the International Business Opportunities Centre.
- Improving services to business clients at the local level — under the leadership of the International Trade Centres (ITCs) — by linking federal and provincial government departments and agencies (including Industry Portfolio Regional Development Agency partners) and the private sector through Regional Trade Networks (RTNs). These networks, which provide services to both active and potential exporters, are a key component of the domestic Team Canada strategy and build on various federal-provincial agreements on trade and investment. Key services include: exporter preparation, market information and intelligence, export counselling, and information on international financing.
- Providing information to both export-ready and new-to-exporting firms through *ExportSource*, Team Canada's award-winning, one-stop Internet access point for leading-edge trade and export-related information.
- Promoting the growth of Aboriginal businesses to participate in and expand trade domestically, internationally and among Indigenous peoples.
- Working to improve access to key markets through the elimination of technical barriers and regulations, subsidies, government procurement restrictions and environmental measures that distort trade or investment decisions, and through tariff liberalization initiatives.
- Continually working towards mutually-reinforcing domestic and international policy agendas, particularly in areas such as investment, standards, competition policy, services, and intellectual property.

We are also working to attract new FDI and retain existing foreign investment by:

- marketing Canada's advantages as an investment site
- assisting SME growth through international investment partnerships
- improving the investment climate and removing investment impediments
- targeting and customizing servicing of specific MNEs in priority sectors
- forging new partnerships across all levels of government and the private sector.

Investment Partnerships Canada plays a coordinating role to secure high-profile, strategic investments in Canada's key growth sectors, and to retain strategic investment where they are at risk.

Agriculture and Agri-Food Canada's

AAFC's departmental vision is that of "a growing, competitive, market-oriented agriculture and agri-food industry that is profitable and responds to the changing food and non-food needs of domestic and international customers, is less dependent on government support, and contributes to the well-being of all Canadians and the quality of life in rural communities while achieving farm financial security, environmental sustainability and a safe, high-quality food supply".

One of AAFC's four business lines is **Expanding markets**. The objective is to work with industry and other partners to improve and secure market access and enable the Canadian agri-food sector to capture opportunities for trade in domestic and export markets, with a focus on higher-value agriculture and agri-food products. Within this business line, results are expected under three **Key Results Areas**:

Market Access: The Department seeks to improve and more secure access to international markets and reduce internal barriers to trade. It pursues these objectives by:

- negotiating and maintaining trade agreements
- reducing barriers to domestic and international trade; and
- advancing Canadian interests through the activities of international bodies.