

ACTION PLAN: CANADA-FRANCE ECONOMIC RELATIONS

Introduction

The Government of Canada has clearly identified the promotion of jobs and growth as one of its main objectives in the conduct of its international relations in the years ahead. This priority is shared by all levels of government as well as by industry — the “Team Canada” partners.

In pursuit of this objective, the federal government launched a new International Business Development (IBD) strategy in October 1995 to help Canadian business capture global market opportunities while creating jobs at home. This strategy is also intended to build strong partnerships among the three levels of government and with the private sector, to attract and retain investment in all regions of Canada, to ensure that maximum benefit is derived from available resources, and to eliminate overlap and duplication between governments in supporting international business development.

The IBD strategy stipulates that the government is to choose market and sector priorities to which it will provide enhanced commitment of resources and support services and, more specifically, that comprehensive, government-wide Country Action Plans (CAPs) are to be developed for key markets. The present document is such a plan. Other markets selected for similar in-depth analysis include China, the United States, India, Germany, Japan, Mexico, the United Kingdom, Chile, and Taiwan.

While Canada’s International Business Strategy (CIBS) will set the overall strategies and direction for support on a sectoral basis, the CAPs build on these strategies for selected markets. In particular, they strive to bring greater strategic direction to Canada’s IBD efforts by integrating the full range of government policies, instruments and programs.

