

ANNEX

1

International Business Development Strategy: 1998–2001 Performance Measurement Strategy Reporting Template

IBD Objective: To create jobs and prosperity by assisting Canadian firms to take full advantage of international business opportunities and by facilitating investment and technology flows.

I Industry (Macro) Level Performance:

(Level)	Performance Indicators	Performance Measurement
Aggregate performance	Exports of Goods & Services	Exports and Balance of Trade (Exports by countries/industries, Balance of trade, Trend in trade and commodity prices, Contribution of trade to growth and job creation) Value-Added Exports (Growth rate of Canadian exports of finished goods and services)
	Export Community	Size and Composition of the export community
	Diversification	Market Diversification (Growth rate of Canadian exports to selected high growth markets) Product/sector diversification
	Investment	Investment Flows (Trends in FDI and CDIA stocks (level and percent of GDP), FDI/CDIA by country/region of origin, FDI/CDIA by industry)
Relative performance	Exports of Goods & Services	Growth rate of Canadian exports relative to G7 Growth rate of Canadian exports in priority sectors relative to G7 Growth rate of Canadian exports to priority countries
	Diversification	Growth rate of Canadian exports of finished goods and services Growth rate of Canadian exports to selected high growth markets
	Investment	Growth rate of Canadian inward DI stock relative to G7 countries (rate of growth, ratio & level) Growth rate of Canadian outward DI stock relative to G7 countries (rate of growth, ratio and level)