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## TRADE DEVELOPMENT SECRETARIAT

Greater coordination of federal and provincial operations in the trade development field was achieved through earlier in-depth meetings of geographic and sectoral specialists from both levels of government. Consultations were held at ministerial, senior official and working levels on trade development issues, projects and events. A review of relations with business associations determined areas for new efficiencies. The number of associations again expanded.

One of the Secretariat's primary objectives in 1990/91 was the initial drafting of the first edition of the *International Trade Business Plan*. This strategic Plan will become an annual undertaking based on international trade issues and Canada's competitiveness. It will encompass the trade, investment and technology objectives of the entire federal government.

The Secretariat undertook many activities to improve trade operations and planning. These included assessment of Canada's trade interests in the environment, preparation of a best procedures manual for International Trade Centres, assessment of comparative techniques of other leading export countries, the development of advanced international business training goals and the assessment of market shares.



*International Trade Minister, Mr. John Crosbie,  
and winners of the 1991 Canada Export Award*