

## I N D U S T R I E S

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## Welcome to the Service Industries Newsletter

The *Service Industries Newsletter* is a new quarterly publication specifically intended for small and medium enterprises involved in Canada's service industries. Upcoming issues will feature information designed to help you to expand your business both domestically and internationally. For example, you will find information on: marketing tips, export readiness and planning, how to select target markets, and more. The newsletter will help to generate awareness of our Canadian capabilities and pave the way for future industry-wide co-operation among service providers.

## What are "Service Industries"?

The Canadian economy is fueled by the outputs of the primary, manufacturing and services sectors. Service industries are also commonly known as knowledge-based industries. By way of examples, the following service industries are considered ones in which Canadians are particularly competitive on a global scale:

- Accounting
- Architectural Services
- Agricultural Consulting
- Commercial Education and Training
- Construction Services
- Consulting Engineering
- Design Services
- Electronic Commerce
- Environmental Services
- Financial Services
- Franchising
- Geomatics
- Information Technology
- Legal Services
- Logistics and Warehousing
- Management Consulting
- Marketing and Advertising
- Retail and Wholesale Trade
- Scientific and Technical
- Venture Capital

 Department of Foreign Affairs and International Trade

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# SERVICE

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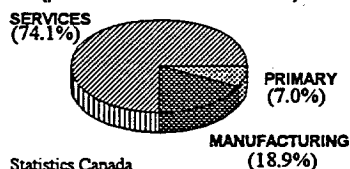
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## Services: Canada's Growth Engine

### Services as Percentage of GDP

(percent share of real GDP - 1995)



Source: Statistics Canada

Overall, services account for about three-quarters of Canada's Gross Domestic Product and almost three-quarters of total employment. Business and professional services have shown the most growth and now comprise over 40 percent of total services output.

Services play a vital role in all provinces, accounting in most cases, for over 70% of employment.

## Excellent Potential for Canadian Service Exporters

Canada's export earnings from business and professional services have increased markedly since 1980. Earnings have reached over \$12 billion, making it Canada's second largest export industry after the automotive industry. Knowledge intensive services now represent the fastest growing component of world trade (20 percent) with an average annual growth rate continuing to climb at about 8 percent. Canada's share of the global services market is relatively low at less than 2 percent.

### Services by Province

Province	Service Employment (%)
Nova Scotia	76.4
British Columbia	76.3
Newfoundland	75.6
Manitoba	73.0
New Brunswick	72.4
Ontario	72.0
Quebec	71.9
Alberta	71.3
Saskatchewan	67.0
P.E.I.	66.7
Canada	72.5

## Canada's 1996-97 International Business Strategy - A Blueprint for International Business

A series of "Team Canada" initiatives were launched in October 1995 to help Canadian businesses capture emerging global market opportunities, while creating jobs at home. Canada's International Business Strategy (CIBS) is Team Canada's blueprint, laying out how industry and the federal and provincial governments work together to develop strategies spanning 22 key industry sectors. Exporters can benefit from an on-line "Compendium" which provides lists of events in Canada and abroad in which businesses can participate. For service firms, CIBS includes a separate chapter for "business, professional and educational services". CIBS is available via the Internet at <http://www.dfait-maeci.gc.ca> or FaxLink at (613) 944-4500. For further information on your particular service sector, visit Strategis, Canada's largest information database at <http://strategis.ic.gc.ca>.



## Take a World View... a New Software Tool for Exporters

To assist Canadian service firms expand into global markets, a variety of seminars and special export-oriented events are held on a regular basis. More recently, an interactive software tool has been developed to further assist service exporters. *Take a World View... Export Your Services* will help new and existing exporters better understand the key steps to the export process, work through an export-readiness analysis, quickly pinpoint target markets and obtain valuable business information on those markets. The contacts and resource listing will enable the user to more effectively access industry sector information from Industry Canada and market intelligence and information from the Department of Foreign Affairs and International Trade, as well as from provincial governments and private sector organizations. The enclosed brochure will help you to understand how this tool can help you to profit by exporting your business and professional services.



Service exporters are invited to apply for **Canada Export Awards**. The deadline is **April 30th**. For more information, contact the InfoCentre at 613 944-4000 or 1-800-267-8376.

For general export information, call Foreign Affairs and International Trade's InfoCentre at 1-800-267-8376 or the Canadian Exporters' Association at 613 238-8888. For comprehensive business information, contact the Canada Business Service Centre in your province.

