

## 1.3 A REPORT CARD FOR CANADA

The government is addressing these challenges by focusing its activities in four key areas:

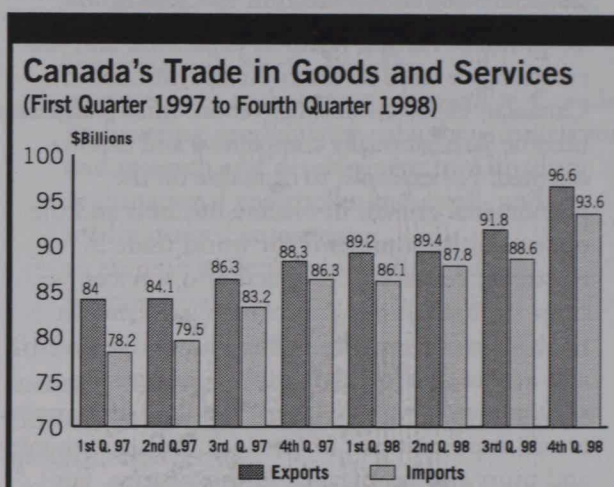
- **market access** — maintaining and improving secure access to overseas markets;
- **export capability and preparedness** — helping Canadian industries and firms to become internationally competitive and export-oriented;
- **international market development** — facilitating increased exports of higher value goods and services;
- **investment** — promoting increased business investment.

Chapter 3 of this Plan provides detailed information on the government's activities and anticipated results in each of these four key areas.

To achieve its international business development objectives, the Government of Canada has developed a range of policies, programs and services. In addition to specific evaluations, we track the overall impact of these activities against macro-economic indicators that allow us to gauge our standing relative to other industrialized countries. The "Baseline Macro-Indicators for Canada's IBD performance" chart below captures Canada's recent international business performance as a baseline for future comparisons.

The following reports and analyses provide regular assessments of Canada's trade performance:

- *Trade & Investment Report*: this biannual analysis presents trends in Canada's trade and investment performance vis-à-vis G7 and Organization for Economic Cooperation and Development (OECD) countries for priority and growth markets and sectors (available online at <http://strategis.ic.gc.ca> via the Economic Analysis and Statistics link);



Source: Statistics Canada

- *MICRO (Industry Canada's Micro-Economic Research Bulletin)*: a special issue presents the key findings of the Trade and Investment Report (available online at <http://strategis.ic.gc.ca> via the Economic Analysis and Statistics link);
- *Annual Report on Aggregate Macro-economic Performance Indicators*: indicators are monitored quarterly (available online at <http://strategis.ic.gc.ca> via the Economic Analysis and Statistics link);

### Baseline Macro-Indicators for Canada's IBD Performance

	1998 (\$ billion)	Annual percent change
Exports of goods and services	367.1	7.1
Goods exports (U.S. destination)	270.6	11.2
Goods exports (non-U.S.)	52.8	-8.5
Balance of Trade (goods)	19.4	-20.2
Balance of Current Account	-18.4	5.6
# of exporters total	88 897 (1996) *	
# of small exporters (sales <\$500K)	75 967 (1996) *	
# of "active" exporters (exports >\$1.6M)	6 378 (1995) *	
<b>FDI</b>	<b>191.8</b>	<b>8.5</b>

Source: Statistics Canada (1998)

\* new data to be available in autumn 1999