

service is linked to the next. SMEs should also be provided with a list of private sector contacts for services that complement those provided in federal, provincial and municipal programs; and

The IBD inventory being developed identifies the linkages of services between departments and agencies. As previously mentioned in response to recommendation 13 c), reference to other public and private sector providers is being made in many of the on-line networks, including STRATEGIS, Contact! The Canadian Management Network, and the Canadian Technology Network. Local contacts for private sector services will also be available from the Regional Trade Networks - which include the Canada Business Services Centres, the International Trade Centres, other government departments and agencies and the provinces.

(d) SMEs should be provided with criteria which would help them determine their "export readiness." If they needed training or other specialized services, those would either be provided or the SME would be directed to where to access such services. In this way, SMEs would get involved in programs and services when they are ready to take advantage of them. (page 52)

The existing "Take a World View" electronic product for services firms, included a diagnostic component. This diagnostic component has been expanded to include product/manufacturers. "Export Readiness Diagnostic for Product Sector Firms" and "Export Readiness Diagnostic For Services Sector Firms" are in an easy to use electronic format. Both will be available Canada-wide in late fall, from all IBD service providers, and at no cost to the business client.

SMEs are directed to sources of export training and other specialized services, by all government contacts familiar with IBD including account executives, Canada Business Service Centres, International Trade Centres and IRAP advisors, or in The Exporter's Guide.

18. The Committee recommends that a comprehensive road map be devised to direct SMEs to the specific information and assistance that they require, expanding the DFAIT's existing "Road Map to Exporting and Export Performance." This improved "Road Map" would be such as to assist new exporters to prepare themselves for exporting, while also enabling experienced exporters to access quickly specialized advice and intelligence. (page 55)

A Road Map to Exporting and Export Financing has been replaced by two publications: a) the revised The Exporters Guide and b) a guide on all IBD programs and services of the federal and provincial governments to be available in late fall across Canada and through the Department of Foreign Affairs and International Trade's InfoCentre.

The IBD inventory being developed will be used to modify The Exporters Guide. This guide currently directs companies through the export readiness stages and identifies the various programs, services and information sources available from the Government. It is now available online (via the Internet) and in hard copy from the Department of Foreign Affairs and International Trade's InfoCentre. A revised version of The Exporters Guide will be available by the end of fiscal year 96/97, and it will be modified to include a section listing services and whom Canadian exporters should contact.

19. The Committee takes note of the study undertaken by the Auditor General and expresses the wish that this study be completed as anticipated. (page 56)

The government endorses the Committee's recommendation.

20. The Committee recommends that an independent review be undertaken of federal government programs that affect the ability of SMEs to compete successfully in international markets and to determine in particular the extent to which the programs and services provided by the federal government, provincial governments, municipalities and the private sector duplicate each other and/or overlap. The