

Strategic Overview

Canada's International Trade Business Plan (ITBP) identifies key international business opportunities and challenges and provides a tangible action plan for Canadians to increase their success in the global marketplace.

Introduction

The ITBP is the result of extensive consultations involving the federal government, the provinces and the private sector, aimed at achieving the following:

- strengthening the link between global opportunities and Canadian industry's supply capabilities
- better coordinating of federal (and increasingly provincial) international business development strategies, priorities and activities to ensure the most efficient possible use of public resources
- ensuring that federal international business development strategies and activities reflect Canadian industry's real needs.

Format

The plan has three components:

- **Strategic Overview** — A consolidated statement of international business development policies and directions which the Government of Canada will pursue in close partnership with the Canadian business community.
- **Industry Sector Strategies** — A series of individual sector profiles summarizing the specific strategies to be undertaken by the federal government and industry to take advantage of emerging global trade, technology and investment opportunities.

- **International Activities** — A list of international activities to be undertaken in support of each sector strategy. Canadian companies are invited to participate in these events and are encouraged to contact the leading department or agency for details.

Available sector strategies and their accompanying international activities are listed on the back cover of this document.

Future Directions: Your Views Are Important

The ITBP's format and orientation is continually changing in response to the Canadian business community's evolving needs. Past users of the ITBP will notice major changes in the 1994-95 Plan. This year, each of the 21 sector strategies (and the Strategic Overview) has been packaged individually so that recipients get only the information they require.

Your views are vital to helping us make the ITBP effectively support your international business development goals. Please complete and return the one-page questionnaire provided. We need your feedback.