

sectors will continue to receive support on a responsive basis as resources permit.

Prime Minister Jean Chrétien introduced the Team Canada concept federal, provincial and territorial governments working together with Canadian business to promote trade in recognition of the historic transformation taking place in China and the unique challenges and opportunities this affords Canada. He personally led the largest Canadian trade mission ever mounted to China in November 1994.

The Team Canada approach pioneered for China has since been applied to other markets around the world, and the partnership of federal, provincial and territorial governments with the business community has been formalized through the Canadian International Business Strategy (CIBS) process and the network of National Sector Teams that integrate public- and private-sector views in trade development strategies.

The following section highlights assistance available from the Department of Foreign Affairs and International Trade (DFAIT) and the Canadian embassy and consulates in China and Hong Kong. Services provided by other Team Canada participants, such as export financing, industrial co-operation support and export training, are outlined in the Contacts section toward the end of this document.

Action Plan Objectives

The Trade Action Plan is designed to assist Canadian business, especially small and medium-sized enterprises (SMEs) new to China and Hong Kong and therefore in

need of greater support, to compete successfully and to take maximum advantage of export opportunities in the market. It provides a strategic framework through which government and business can work together to attain the goal of \$20 billion in two-way trade by the year 2000 between Canada and China/Hong Kong set by Prime Minister Chrétien and Chinese Premier Li Peng during the Team Canada visit to China in November 1994. Within the overall context of the Canada-China bilateral relationship, the main objectives of the Action Plan are to:

- raise Canada's profile as a valuable trading partner and increase support for closer economic and commercial co-operation by maintaining the momentum of high-level visits of leaders and senior officials between Canada and China, and by incorporating business representation to the greatest extent possible in delegations and visit programs;
- sustain and strengthen Canada's established role as a reliable agricultural and resource supplier to China;
- increase sales of value-added and manufactured products, especially in promising sectors where Canadian technological excellence is strongly established internationally;
- assist service exporters to enter the market to take advantage of emerging opportunities opened up by ongoing Chinese economic reforms;