

INTRODUCTION: TEAM CANADA. WORKING TOGETHER, WE ARE TAKING ON THE WORLD

The promotion of economic growth and employment will remain one of the main objectives of Canada's foreign policy in the years ahead. Key to the pursuit of this goal is enhancing Canada's ability to compete in international markets.

Exports of goods and services currently account for more than 37 percent of Canada's gross domestic product (GDP), the highest in the Group of Seven leading industrialized nations (G-7). Already, some three million working Canadians (one out of every three) owe their jobs to Canada's success in the global marketplace. It is estimated that every \$1 billion in exports creates or sustains 11 000 jobs in Canada.

The Trade Commissioner Service continues to be a primary element of the government's international business development agenda. Moreover, efforts will continue to enhance the abilities of Canada's trade commissioners to gather and disseminate market information and intelligence.

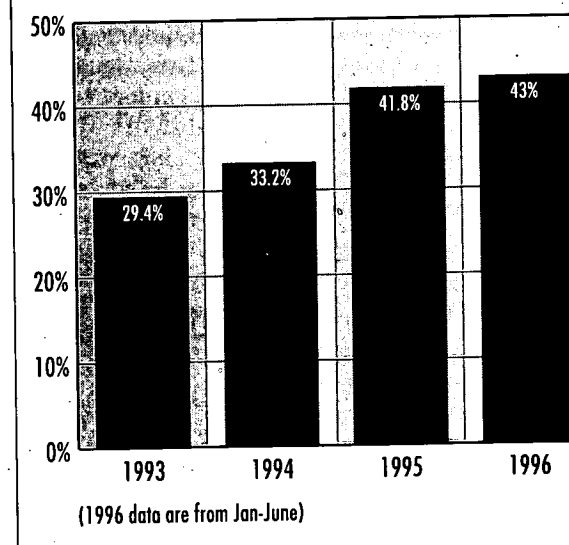


Team Canada • Équipe Canada

To help Canadians succeed in international markets and to create jobs in Canada, the government launched a new international business development strategy in October 1995, designed to help Canadian businesses capture emerging market opportunities. This Jobs Strategy is designed to build strong partnerships among the three levels of government and the private sector, which together comprise "Team Canada"; to attract and retain investment in all regions of Canada; to ensure that maximum benefit is derived from available resources; and to eliminate overlap and duplication among governments in supporting international business development. Team Canada initiatives include identifying Canadian companies and helping them to become export ready by providing market intelligence, sales leads, business contacts and country- and sector-specific analyses.

Small and medium-sized enterprises (SMEs) are central to the government's efforts to broaden Canada's trade, technology and investment relations with fast-growing markets worldwide. Indeed, a major goal of the Jobs Strategy is to double the number of active Canadian exporters by the year 2000.

Figure 1
Exports of Goods and Services as % of GDP
Canada, 1993-1996



Source: Statistics Canada