## TABLE OF CONTENTS\_



## INTERNATIONAL BUSINESS DEVELOPMENT BUSINESS PLAN: 1998-2001

| 1. IN  | TRODUCTION                              |    |
|--------|---|----|
| 1.1 St | trategic Objective                      | 1  |
| 1.2 G  | oals and Challenges                     | 1  |
| 1.3 A  | Report Card for Canada                  | 2  |
| 1.4 T  | he Team Canada Concept                  | 2  |
| 1.5 To | eam Canada Inc: Networking for Success  | 4  |
| 2. PL  | ANNING ENVIRONMENT FOR 1998-2001        |    |
| 2.1 E  | xport Environment                       | 5  |
|        | 1 Overview                              |    |
| 2.1.   | .2 Outlook in Industrialized Countries  | 5  |
| 2.1    | .3 Outlook in Emerging Markets          | 6  |
| 2.2 Ir | ndustry Sector Highlights               | 6  |
| 2.2.   | 1 Agriculture and Agri-Food             | 7  |
| 2.3 C  | omposition of the Export Community      | 7  |
| 2.4 Ir | nvestment                               | 8  |
| 3. ST  | RATEGY                                  |    |
| 3.1 0  | verview                                 | 9  |
| 3.2 M  | larket Access                           | 9  |
| 3.2.   | 1 Initiatives                           | 9  |
| 3.2.   | 2 Performance Measurement               | 11 |
| 3.3 E  | xport Capability and Preparedness       | 11 |
| 3.3.   | 1 Initiatives                           | 11 |
| 3.3.   | 2 Performance Measurement               | 13 |
| 3.4 In | nternational Market Development         | 13 |
| 3.4.   | 1 Initiatives                           | 13 |
| 3.4.   | 2 Performance Measurement               | 15 |
| 3.5 In | vestment Development                    | 15 |
| 3.5.   | 1 Initiatives                           | 15 |
| 3.5.   | 2 Performance Measurement               | 17 |
| ANNE   | XES                                     |    |
| 1. Per | formance Measurement Templates          | 18 |
|        | and Covernment IDD Duodwate and Comices |    |