

Measuring Performance

The Auditor General's November 1996 report focussed on the need for the Government to develop systems to measure and evaluate its performance in the delivery of the international business development program.

The Government is now establishing a performance measurement framework to assess the effectiveness of existing programs and services and to help allocate future resources, with a view to making Canada's export and investment promotion activities more responsive to the needs of Canadian exporters.

The system will:

- systematically ask clients to provide feedback on the services provided by trade commissioners;
- monitor the impact of the Department of Foreign Affairs and International Trade's export, investment and technology development activities;
- enable management to monitor program performance and to allocate resources where they have the greatest impact;
- help the agri-food sector attain its target of at least \$20 billion in annual agri-food exports by the year 2000, with an increasing share of these coming from high-valued products; and
- utilize baseline indicators that have been established to measure Canada's year-over-year success in international markets and in capturing its share of global foreign direct investment flows.

Moving the Economy Forward

There has never been a better time for Canadians to export and to take advantage of international investment opportunities. Markets are opening up, trade barriers are falling, and goods and services are flowing freely across international borders.

The Government's role in international business development is to support Canadian companies in order to maximize their chances of success in foreign markets, which in turn helps create and sustain jobs for Canadians at home. The Government and its Team Canada partners must provide timely, relevant and cost-effective information and support to interested companies, by targeting programs and services to assist Canadian firms whatever their size and stage of export readiness.