

more coherent approach to trade, technology and investment matters.

The International Trade Business Plan will:

- promote broader appreciation of the important global challenges and opportunities before Canada,
- underline the need for Canadians to develop an outward-looking "trading culture,"
- enhance awareness of current federal policies, programs and activities to assist Canadian firms in their efforts to remain internationally competitive,
- encourage ongoing dialogue between the private sector and the federal government to ensure that government priorities, strategies and programs meet the real needs of Canadian companies, and
- help co-ordinate trade activities with provinces to improve efficiency and reduce duplication.

"Canada's high standard of living is largely due to our capacity to be competitive in foreign markets," Mr. Wilson said. "The International Trade Business Plan is an element of our overall trade agenda to make Canada more internationally competitive. The larger Prosperity Initiative, of which trade is part, emphasizes not only that we must compete, but that we can."

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