

effort can be spent on companies that are more committed, better prepared and thus, have a greater chance of success in the foreign market. Filtering might be more easily achieved if the emphasis is on "filtering in" rather than on "filtering out". The former specifies company actions that qualify them for export assistance, whereas the latter approach disqualifies companies that do not meet certain criteria. Companies who do not qualify will be redirected to domestic sources of assistance, as per Recommendation 3.

The net result of the preceding 3 recommendations would see the international delivery of all international business development programs co-ordinated by the federal government, while domestic delivery would be co-ordinated by provincial authorities.

Recommendation 5

Recognizing that successful firms exist in all sectors, the Committee recommends the Government of Canada make difficult choices and focus, as other countries have done, on the sectors that the international marketplace is signalling as the growth industries of the future. The appropriate domestic policy environment and support must exist to ensure these industries are internationally competitive, thereby maximizing their ability to create jobs. Furthermore, within these areas, special consideration should be given to SMEs.

Although the Committee did not benefit from detailed analytical work, this group, representing a good cross-section of Canadian business, had little difficulty noting certain areas where emerging technologies or rapidly growing markets would seem to point to future opportunities for products and services. While others might have slightly different lists, ours includes:

Advanced materials
Bio-technologies
Information technologies
Advanced manufacturing technologies
Medical, education and health care products
Environmental industries

Our main competitors in the international arena, namely, the United States, Japan, the United Kingdom, France and Germany, have all decided to focus their resources. We must also focus our business development programs on geographic markets of greatest opportunity for Canadian business.

In addition, we feel that Canada's International Trade Business Plan (ITBP) must have more focus in order to have an impact on private sector decisions. To the maximum