



Federal Government IBD Products and Services

The three departments which devote the greatest resources to international business development (IBD) are the Department of Foreign Affairs and International Trade (DFAIT), Industry Canada (IC), and Agriculture and Agri-Food Canada (AAFC). In preparing this IBD Business Plan across the three core departments, we drew on the common activity lines of the departments' existing business plans for the 1998-2001 fiscal years.

Department of Foreign Affairs and International Trade

DFAIT has the lead for international business development. One of the department's eight business lines is **International Business Development**. Its objective is to contribute to jobs and growth by encouraging Canadian firms to take full advantage of international business opportunities and facilitating investment and technology flows.

The principal business line clients are ready-to-export companies which seek the following services:

- market information and intelligence;
- advice and counsel on foreign markets;
- partnering and matchmaking;
- advocacy with foreign governments and business on client's behalf; and
- support in selecting and organizing trade, investment, and tourism events.

Twenty-five federal departments and agencies, and all 10 provinces play an IBD role. The Trade Commissioner Service and DFAIT are the primary source of assistance abroad, however, to the exporting community.

As a core member of Team Canada Inc, DFAIT expects its IBD activities to contribute to the enhancement of Canada's international trade and investment performance over the years 1998-2001 by:

- broadening and diversifying the Canadian export base, with particular emphasis on small and medium-sized enterprises (SME's);

- increasing the number of "active" exporters;
- improving Canada's share of global foreign direct investment, particularly foreign direct investment (FDI) targeted at the North American Free Trade Agreement (NAFTA) market;
- increasing market share in the 15 fastest-growing emerging markets;
- broadening our sectoral mix of exports;
- strengthening IBD support for SME's including strategic alliances with foreign partners.

At the same time, the department will implement a measurement-by-results system for the Trade Commissioner Service. This meets the recommendations of the Auditor General by improving accountability, by providing a balanced view of results achieved and by providing the essential requirements for continuously improving service delivery.

Industry Canada

Industry Canada plays a key role in helping Canada succeed in the global, knowledge-based economy through a wide range of micro-economic instruments. These instruments include activities such as industrial and technological development, the fostering of scientific research, the setting of telecommunications policy, investment promotion, trade development and small business development.

With its Portfolio, provincial and private sector partners and stakeholders, Industry Canada helps improve the climate for economic growth and job creation in Canada by focussing on five key strategic objectives:

- *Trade:* increasing Canada's share of global trade
- *Investment:* improving conditions for investment
- *Innovation:* improving Canada's innovation performance and the transition to the knowledge-based economy
- *Connectedness:* making Canada the most connected nation in the world
- *Marketplace Services:* building a fair, efficient and competitive marketplace