

The Going Global initiative was developed to address the challenges posed by globalization of technology innovation, investment, production and marketing. While trade development resources were provided to the US market, Going Global focussed on Western Europe, in anticipation of 1992, and Asia Pacific, our fastest growing market. While most resources were devoted to trade development — with trade understood to include investment and technology — new and innovative approaches were developed.

The Pacific 2000 strategy of Going Global, in addition to providing considerable additional funding for trade development, addressed the longer-term education challenge posed by the emergence of Asia Pacific as a major economic power. Awareness and language training programs were developed to prepare Canadians and Canadian companies for increased trade and investment linkages with the region.

Generalized investment development — encouraging companies to locate in Canada — was complemented by more targeted and selective programs. 'Canada is open for business' was superseded by targeted programs to strengthen Canadian capabilities in priority high tech sectors. Fostering linkages between Canadian and foreign small, rapidly growing high tech firms has emerged in Europe under the *Strategic Ventures Program*. 'Teaming' — developing trade, technology and investment linkages — has grown in importance in posts in the United States. Investment counsellors from the private sector were hired in key markets to provide specialized expertise in attracting investment to Canada. The politically contentious issue of Canadian outward investment started to be addressed. A renewed focus on strengthening the forward and backward linkages of international business with the domestic economy has emerged, most recently under the Prosperity Initiative.

For the trade commissioner in the field, the essential information brokering task in such programs was similar: identify companies interested in developing linkages with Canadian companies and arrange a 'matching' seminar or workshop.

Strategic Ventures Program

- Integrated approach to trade, technology, investment
- Key high-tech sectors
- Consultant-based eligibility criteria
- Consultant provided follow-up retainer
- Consultant provided less-than-market rates given further follow-up private incentives
- Joint EAITC/ISTC/Investment Canada program

Technology Inflow Program

- Exploratory visits abroad by individual companies
- Industry-oriented group technology awareness missions abroad
- Visits by foreign technical experts to Canadian companies

The need to assist Canadian companies in becoming more competitive by adopting advanced technology, product and process, led to the creation of the *Technology Inflow Program*