

and dissemination of market intelligence and information through the establishment of "Sector Expert Groups"; and optimize services to clients by co-ordinating delivery of international business development activities.

We are also undertaking new initiatives in support of small and medium-sized enterprises [SMEs]. From our point of view, SMEs need to become more involved in international business if we are to increase our presence in new markets. To that end, we are increasing our focus and adapting our programs towards the needs of SMEs.

We are developing new products and we are engaging the banking community to become more involved in support for exporters. More banks are now better equipped to provide SMEs with information on exporting. The Canadian Bankers' Association (CBA) is also involved in a program to provide bank managers with training on international trade.

Further, the Export Development Corporation (EDC), in partnership with Canadian financial institutions, is developing a new concept that involves increased lines of credit for smaller exporters. This is being designed to provide SMEs with more credit — from their local bank — for short-term foreign sales.

We are launching a program called ACCESS '95 to help companies exploit new market opportunities arising from the successful completion of the Uruguay Round. This venture is geared to providing the private sector with "market snapshots," highlighting reductions in tariffs and non-tariff barriers against Canadian goods among Canada's 42 largest markets after the United States.

Another initiative my department is moving towards is the "One Program Concept." Under this, seven different business development funds would be consolidated into one program. Support for international business activities initiated by the Department of Foreign Affairs and International Trade would be provided from one source irrespective of geographic region or of function. We expect this to result in a more strategic use of funds, a quicker reaction to new priorities, and improved client interface.

We are also undertaking initiatives to directly assist exporters in key emerging markets. For example, we have recently opened the Canadian Business Centre in Mexico City, a new "home away from home" for Canadians doing business in Mexico. It has fully equipped temporary offices, corporate meeting and conference rooms, and up to 30 individual booth spaces for trade shows and other exhibitions — all available at competitive rates.