

departments and provincial governments involved in supporting the international business development pursuits of the private sector.”³⁷ Through direct consultation with the private sector, the CIBS defines strategies for a variety of sectors (22 in 1996-97) which involve government and industry assisting Canadian firms to “capture emerging global trade, technology and investment opportunities.”³⁸ National Sector Teams direct the development and implementation of sectoral strategies within the CIBS, and Regional Trade Networks coordinate the delivery of federal and provincial International Business Development programs at the local level, particularly with respect to export preparation for small and medium enterprises (SMEs).³⁹ In addition, the International Business Opportunities Centre, jointly operated by DFAIT and Industry Canada, matches business leads provided by trade commissioners abroad with export capable Canadian firms, particularly SMEs.⁴⁰

This paper is not arguing that the Team Canada initiatives are an inherently bad strategy, or even an inherently doubtful one. Rather, it is the non-politicized nature of Team Canada ventures which is so telling. ‘Political’ questions relate to whether or not particularly premiers should be participating; during this last foray, more for reasons of weather than the objectionable nature of the exercise. It is, in fact, instructive that Lucien Bouchard has dismissed his predecessor’s boycott of Team Canada voyages, for this underlines the extent to which Team Canada is seen as an apolitical response to the exigencies of globalization. There is, in fact, no other way for the state to play the globalization ‘game’ once globalization becomes defined as an apolitical process. Industrial policy, for example, becomes anathema to the meaning which is attributed to globalization (competition, free market, liberalization, efficiency), and, of necessity, becomes increasingly associated with trade policy. As one Team Canada official pointed out, “...I would consider jobs and economic growth to be the chief domestic priority.... Far from getting away from that priority ... I would suggest that this [Team