

## Introduction: Team Canada Partnerships for Prosperity

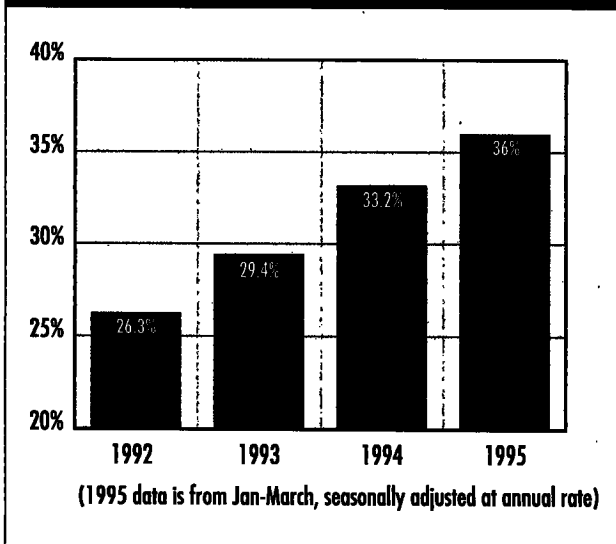
In its formal response to Canada's *Foreign Policy Review*, the federal government identified three main objectives for Canada's foreign policy in the years ahead:

- promoting Canada's prosperity and employment;
- protecting Canadian security, within a stable global framework; and
- projecting Canadian values and culture.

Key to the pursuit of the first of these objectives — promoting Canada's prosperity and employment — will be Canada's ability to compete in international markets.

Exports of goods and services currently account for more than 35 percent of Canada's gross domestic product (GDP) — one of the highest levels in the industrialized world. Already, some 3 million working Canadians (one out of every four) owe their jobs to Canada's success in the global marketplace. And, by some estimates, every additional \$1 billion in new international business generates approximately 11 000 new jobs in Canada.

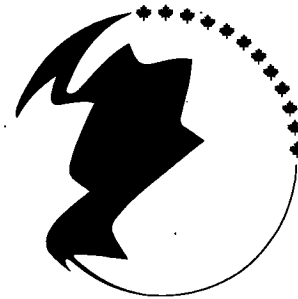
Figure 1  
Exports of Goods and Services as % of GDP  
Canada, 1992-1995



Source: Statistics Canada

To help Canadians succeed in international markets, while creating jobs in Canada, the Government launched a series of Team Canada initiatives in October 1995. These initiatives are a direct response to demands from the private sector that governments "get their act together" and get on with the job of helping Canadian businesses capture emerging market opportunities.

The Team Canada approach is designed to build strong partnerships between government and the private sector, ensure that maximum benefit is derived from available resources, and eliminate unnecessary overlap and duplication among governments.



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A critical element of this approach is its focus on SMEs. Recent data confirm that smaller firms are responsible for creating the vast majority of new jobs in Canada.

SMEs are also central to government's efforts to broaden Canada's trade, technology and investment relations to fast-growing markets worldwide. A major goal of the Team Canada program is to double the number of active Canadian exporters by the year 2000.

Implicit in Team Canada is the recognition that the private sector — not government — is the ultimate generator of wealth. It is individual Canadians and firms that innovate, that invent, that invest and that create new jobs. The Government, however, has a clear responsibility to "get the big picture right" — to establish a fiscal, economic and policy framework that is conducive to wealth and job creation, and that will support Canadian industry and Canadian entrepreneurs in meeting and surpassing the international competition.