

External Affairs and International Trade Canada

1. A TRADE STRATEGY FOR CANADA

In 1985, the federal government, in cooperation with the provinces, established a National Trade Strategy (NTS) to strengthen and supplement ongoing trade development activities. The strategy, which was endorsed by First Ministers in February, 1985, is designed to mobilize and harmonize public and private sector trade development efforts to stimulate exports and create jobs for Canadians. Funding of \$57 million for trade development activities under the World Market Trade Development Program and the recently announced \$93.6 million Going Global trade strategy build upon the NTS. The strategy is based on three primary objectives:

- to secure and enhance access of Canadian firms to foreign markets,
- to improve Canada's trade competitiveness, and
- to strengthen Canada's international marketing effectiveness.

Efforts to secure and enhance access to foreign markets are being taken on two fronts, through the Free Trade Agreement with the United States, and through Multilateral Trade Negotiations under GATT. Through these two processes, we intend to achieve reductions of barriers facing Canadian exports of goods and services.

Our trade strategy focuses on increasing the access of Canadian firms to our three most important export markets: the United States, Europe and the Asia-Pacific regions.

To improve trade competitiveness, investment counsellors recruited from the private sector have been assigned to key posts abroad to advise and encourage potential foreign investors. Technology Development Officers have also been recruited to help Canadian companies identify and adopt foreign technology while delivering the department's Technology Inflow Program abroad.

To strengthen Canadian international marketing capability, more federal/provincial cooperation on trade issues was sought and achieved through the annual consultation process. Several programs have been developed to assist Canadian businesses with their international marketing skills. The Program for Export Market Development (PEMD) has been enhanced. Initiatives such as the New Exporters to Border States (NEBS) program, which walks groups of small companies through the entire process of exporting, including: banking, insurance, agents and distributors, and customs, have been developed to give attention to small and medium-sized, new-to-exporting companies. The New Exporters to the U.S. South (NEXUS) program, and the New Exporters to Overseas (NEXOS) program have continued the success of NEBS with application to other markets.