Co-ordinating Resources

The Team Canada partnership, consisting of federal, provincial/territorial and municipal governments and the private sector, co-ordinates resources to meet the needs of the Canadian business community in international markets more effectively. Whether companies are new to the international marketplace and need information on how to get started, or they are experienced exporters looking for specific sales leads, the Government offers targeted support at every stage of export readiness.

International business development programs and initiatives help Canadian businesses improve their export competitiveness by providing a range of information sources and export services.

Sources of Strategic Guidance

- *Canada's International Business Strategy (CIBS)* co-ordinates the international business development initiatives of the federal government, the provincial governments and the private sector. *CIBS* identifies emerging trends in major markets and outlines global business strategies for 27 industry sectors. This year's *CIBS* lists almost 1500 international trade promotion events.

- The **29 National Sector Teams** of public and private sector representatives are developing action plans to target overseas markets more effectively.

- **Regional Trade Networks** have been established across the country to streamline delivery of trade and export-related services by linking federal and provincial government departments and agencies and the private sector at the local level.

- The **Trade Commissioner Service Outreach Program,** a demand-driven "exporter awareness" initiative, sends trade commissioners from our embassies abroad to visit smaller communities in Canada to spread the word on export opportunities to local business and media. In the last 12 months, 200 officers met with over 500 firms in 35 cities across the country.

- Approximately 460 officials across the country have been trained as International Business Development **Account Executives** to help small to medium-sized enterprises develop their export potential.