

- 6) In those sectors where existing trade barriers or the national business culture discourage imports from Canada, we must encourage the transfer of technology and know-how, and the operation of strategic corporate alliances.

In short, our challenge is to create a co-ordinated Canadian approach to trade, technology and investment that responds to changing global realities.

OBJECTIVES

To meet the challenges posed by the changing global economy, the Government of Canada is undertaking a co-ordinated international strategy designed to meet the following basic objectives:

- 1) to secure better access to foreign markets for Canadian products and services;
- 2) to promote the global competitiveness of Canadian firms by ensuring that federal trade, technology and investment development programs are tailored to meet the real needs of Canadian business, particularly small- and medium-sized enterprises;
- 3) to improve the efficiency and effectiveness of federal trade, technology and investment development programs;
- 4) to make Canadians more aware of the link between national prosperity and trade, technology, investment and competitiveness; and
- 5) to promote a trading culture in Canada, with prominent private sector participation in promoting Canada's international business interests.

ACHIEVING OUR OBJECTIVES

MARKET STRATEGIES AND ACTIVITIES

Despite the emergence of a global economy, the terms of Canadian access to certain national markets for many industries remain different, as do the needs and desires of customers in various foreign countries.

This chapter summarizes the principal opportunities for Canadian firms in various regions of the world. It also provides an overview of federal business development strategies for each region and identifies activities in support of these strategies. More detailed information on programs and projects can be found in this document in the section entitled *Industry Strategies and Activities*.