

- Fourth, participation in government-sponsored trade fairs will be cost shared. For companies meeting the small business definition, a sliding scale will be used in determining departmental contributions for trade fair participation. All others will participate at their own cost. In this regard, we also intend to put more emphasis on participation in large, strategic international trade shows, complemented to a lesser degree by smaller, regional shows that are high priority.
- Fifth, all participants in government-sponsored outgoing business missions will pay all their own costs.
- Finally, government-initiated international business development programs will be consolidated into one program. Consolidation will help develop an integrated, strategic approach ensuring that limited resources are directed to the markets where the greatest opportunities exist. Over the coming year, we will examine further consolidation of trade programs, including industry-initiated PEMD support.

Other recommendations of Red Wilson's Committee, such as improved export financing support for smaller firms, promoting closer co-operation between the Department and the CIDA [Canadian International Development Agency] Industrial Co-operation Program, and strengthening the Trade Commissioner Service continue to be considered actively.

We have also been working on a comprehensive export strategy for Canada. Last week, I released our export strategy, the *International Trade Business Plan*. The document and the process leading up to it serve to make us more focussed not only in the development of Canada's export strategy but also in the delivery of our international business activities. It reflects a consensus on trade development initiatives reached among 19 federal departments, the provinces, the International Trade Advisory Committee [ITAC] and the Sectoral Advisory Groups on International Trade [SAGITs], numerous vertical and horizontal industry associations, such as the Canadian Exporters' Association, as well as individual companies. Next year, we shall strengthen it further by incorporating the activities of the provinces to an even greater degree and increasing participation by the private sector. Ultimately, the *International Trade Business Plan* should reflect the priorities of Canadian exporters. It will, however, only be as good as the input we receive from the exporting community. I invite you to give us your suggestions for additional improvements.

To complement the *International Trade Business Plan*, we shall develop comprehensive country strategies for key foreign markets on a pilot project basis to ensure the most effective use of scarce government resources. These strategies will integrate the