

Backgrounder

CANADA'S EXPORT STRATEGY FOR 1995-96

The *International Trade Business Plan* (ITBP) aims to develop and co-ordinate the federal government's international business strategies, priorities and activities in partnership with the provinces and the private sector. The ITBP is published annually and represents government-industry consensus on international business development priorities.

THE ITBP SERVES TWO PURPOSES:

- **A Tool for Business:** The ITBP provides a mechanism by which companies can influence the government's international business development strategies and priorities. It can also help individual firms develop their own international business strategies.

The Overview provides companies with a handbook on the government's international trade policy, business development and geographic priorities.

The sector strategies, in turn, provide detail on trade priorities within each of 23 key industry sectors, together with relevant contact names and numbers. Sector activity lists accompanying the strategies also include contact names and numbers, dates, and brief activity descriptions. Companies interested in a particular activity or event can therefore be made aware of an activity before it takes place and can call the contact listed for more information.

- **A Tool for Government:** The ITBP focusses governmental international business development strategies on markets offering the greatest export opportunities. It also reduces overlap and duplication between governments and enhances the effectiveness of governmental international initiatives.

THE ITBP IS MADE UP OF THREE COMPONENTS:

- **Overview:** The ITBP Overview provides the broad context for the individual industry sector strategies detailed in the Plan. It comprises four elements: a *Strategic Overview* summarizing the Government's main trade policy and international business development objectives; a *Geographic Overview* identifying opportunities, challenges and priorities by geographic region; a list of *Cross-sectoral Activities* to be undertaken in support of international business development; and the addresses of the *Canada Business Service Centres*.