

The trends identified by this report point to important policy considerations for both educational institutions and governments. Our institutions must find ways to remain competitive in this environment, without abrogating their traditional responsibilities. Competing successfully for the lucrative higher end of educational services may in fact allow them to continue to support traditional educational practices. The following section identifies many examples of emerging models and non-traditional activities.

4.2 CANADIAN POLICIES AND VISION ON ETS FOR INTERNATIONAL MARKETS

The new Canadian marketplace is expanding from national to global horizons and its economic base is shifting increasingly from resources to knowledge. These trends are causing Canadian industries to readjust their business approaches, and government must respond with new tools to help them adapt and innovate. Industry Canada is moving forward with strategic information products and services in support of this industry reorientation. The goal is to aid the private sector in what it is best qualified to do — create jobs and growth.

Sector Competitiveness Frameworks are a series of studies published by Industry Canada to provide more focussed, timely and relevant expertise about businesses and industries. They identify sectors or sub-sectors having potential for increased exports and other opportunities leading to jobs and growth. They cover 28 of Canada's key manufacturing and service sectors.

While they deal with 'nuts and bolts' issues affecting individual sectors, the Sector Competitiveness Frameworks also provide comprehensive analysis of policy issues cutting across all sectors. These issues include investment and financing, trade and export strategies, technological innovation and adaptation, human resources, the environment and sustainable development. A thorough understanding of how to capitalise on these issues is essential for dynamic, job-creating economy.

Both government and the private sector must develop and perfect the ability to address competitive challenges and respond to opportunities. The Sector Competitiveness Frameworks illustrate how government and industry can commit to mutually beneficial goals and actions.