

- consider establishment of joint ventures or strategic alliances with foreign buyers to achieve access to their markets.
- improve the system for distribution of intelligence/reports within government and to industry using electronic means.
- consider the cost effectiveness of incoming missions as compared to outgoing missions, develop the image abroad of "Quality Food from Canada"
- assist associations to strengthen their own trade development abilities, through increased use of newly passed check-off legislation
- encourage producers and companies (especially small and medium sized firms) to form networks and specialize or tailor their products/production to meet foreign market requirements,
- develop closer ties with industry (eg. Inter-Change Canada) through use of industry associations as conduits to their members for information ranging from market intelligence to export training,
- incorporation of existing industry market development strategies (AIMS) into the Canadian foreign trade post plan process and EAITC International Trade Business Plan,
- encourage greater industry cooperation within and across synergistic sectors
- strengthening of sectoral expertise within the Trade Commissioner Service,
- encourage greater inter-departmental cooperation to form one window shopping or "centres of excellence" concept to help companies to export.
- utilize an equal cost-shared approach with industry and the provinces whenever possible.
- enhance the flow of foreign technology & investment into Canada by our Trade posts abroad.
- aggressively pursue our existing access and trading rights.
- encourage more supplier - relationships with multinational companies