

Coordinate and publicize EDC and federal government priorities.

Better coordinated priorities and greater information sharing will allow exporters to make more strategic decisions on new and emerging markets, as opportunities will be linked with financing availability. The International Trade Business Plan is an appropriate coordinating vehicle in this regard.

AID AND TRADE - THE CIDA INDUSTRIAL COOPERATION PROGRAM (CIDA INC)

Early in our discussions, the Committee identified areas which, although they do not fall under the mandate of the Minister for International Trade, have a direct impact on international business development, and as such, should be included in this review. The most significant among these is CIDA's Industrial Cooperation Program.

Recommendation 20

The CIDA Inc program was established to enhance development through the strengthening of a country's business infrastructure, i.e., to serve an aid objective. A corollary of the program is that it advances Canadian international business interests. Many Canadian companies have found the CIDA Inc program to be very useful in helping them to enter developing markets. In reviewing this program, the Committee found that the program's effectiveness could be improved through organizational changes to increase its direct aid/trade linkages. Therefore, the Committee recommends:

Responsibility for CIDA Inc be transferred to the Minister for International Trade.

Given its international business related objectives, CIDA Inc should be operated in conjunction with other international business development programs, and derive its direction from the Department of Foreign Affairs and International Trade. While still filling an important gap between aid and trade, a transfer of responsibility would permit the injection of valuable trade policy and trade development expertise into the program. Market information/intelligence gathering would be more attuned to aid/trade opportunities.

In addition to a transfer of program responsibility, the following administrative and program criteria improvements are recommended to make CIDA Inc more effective: