

Activities which would assist in raising the profile of Canada's learning industry both at home and abroad in countries such as Australia and New Zealand include:

- the development of a database for market intelligence;
- assistance in identifying prospective distributors in the region;
- the development of joint, pre-competitive R&D projects like those developed by Canada and the European Union;
- a global market observatory;
- the development of the industry in Canada; and
- the promotion of the industry at inter-governmental levels.