

Achievements of the International Business Development Program (1997)

Meeting the International Business Development Challenge: The Goal

Exports and foreign direct investment flows are now the major driving force of the Canadian economy. As a key element in its Jobs Strategy, the Government of Canada assists Canadian business in promoting their goods and services internationally, wherever opportunities arise.

Through its various international business development (IBD) programs and initiatives, the Government aims to increase the number of high-quality jobs in Canada and to double the number of active exporters by the year 2000. This goal will be attained by:

- helping exporters to move into new markets;
- attracting increased foreign investment; and
- providing the highest quality value-added information and intelligence about international business opportunities.

Responding to Recommendations of the Auditor General

In November 1996, the Auditor General of Canada tabled his report entitled *Canada's Export Promotion Activities* in the House of Commons. The Auditor General noted that while the federal government spends approximately \$375 million annually on international business development activities, information on the results of federal trade promotion activity is not compiled systematically and is not sufficiently independent. Also, more systematic and independent feedback on results would enable government to co-ordinate and allocate resources with a greater understanding of the expected benefits and necessary trade-offs. Finally, the Auditor General stated that Parliament needs to be more systematically informed about the activities and achievements of the Government's IBD program.

In responding to the Auditor General's recommendations, we are putting in place the systems required to demonstrate to Canadians the value-for-money service that the Government provides for the budget entrusted to the departments and agencies responsible for international business development.

We welcome the opportunity to table *Achievements of the International Business Development Program* in the House of Commons. It is expected that this report will become an annual summary of the Government's progress in meeting its IBD goals.