Acronyms and Initialisms used in *Canada's International Business Strategy*

(This list does not include sector-specific references)

ACM	apparent Canadian market
APEC	Asia-Pacific Economic Cooperation forum
ASEAN	Association of Southeast Asian Nations
BDBC	Business Development Bank of Canada
BOOT	build, own, operate, transfer
BOT	build, operate, transfer
CBSC	Canada Business Service Centre
CCC	Canadian Commercial Corporation
CIBS	Canada's International Business Strategy
CIDA	Canadian International Development Agency
CSA	Canadian Space Agency
DFAIT	Department of Foreign Affairs and International Trade
DND	Department of National Defence
EBRB	European Bank for Reconstruction and Development
EC	Environment Canada
EDC	Export Development Corporation
EDI	Electronic Data Interchange
EU	European Union
FDI	Foreign Direct Investment
FIPA	Foreign Investment Protection Agreement
FITT	Forum for International Trade Training
FTA	Canada-U.S. Free Trade Agreement
FTAA	Free Trade Agreement of the Americas
GATT	General Agreement on Tariffs and Trade
GDP	gross domestic product
GNP	gross national product
HRDC	Human Resources Development Canada
IBOC	International Business Opportunities Centre
IC	Industry Canada
IFI	international financial institution
IMF	International Monetary Fund
ISO	International Organization for Standardization
ITAC	International Trade Advisory Committee
ITC	International Trade Centre
MAPAQ	Ministry of Agriculture, Fisheries and Food of Quebec
MNE	multinational enterprise
MOU	Memorandum of Understanding
MRA	Mutual Recognition Agreement
NAFTA	North American Free Trade Agreement
NATO	North Atlantic Treaty Organization
NEBS	New Exporters to Border States
NEXOS	New Exporters Overseas
NRC	National Research Council
NRCan	Natural Resources Canada
NST	National Sector Team
OAS	Organization of American States
OBS	Open Bidding Service
OECD	Organization for Economic Co-operation and Development
PEMD	Program for Export Market Development
R&D	research and development
S&T	science and technology
SAGIT	Sectoral Advisory Group on International Trade
SIC	Standard Industrial Classification
SMEs	small and medium-sized enterprises
TC	Transport Canada
WTO	World Trade Organization

EXECUTIVE SUMMARY

The Government of Canada has clearly identified the promotion of jobs and growth as one of the main objectives in the conduct of its international relations in the years ahead. This is a priority shared by federal, provincial/territorial and municipal governments, as well as by industry — the "Team Canada" partners.

In pursuit of the first of these objectives, the federal government launched a new international business development strategy in October 1995 to help Canadian business capture global market opportunities while creating jobs at home. This Jobs Strategy is also intended to build strong partnerships among the three levels of government and the private sector; to attract and retain investment in all regions of Canada; to ensure that maximum benefit is derived from available resources; and to eliminate overlap and duplication among governments in supporting international business development.

The principal component of the Jobs Strategy is ensuring that Canada's economy can grow, thereby encouraging job creation. In pursuing the Strategy, the government's objective is to create an environment in which Canadian business can flourish; a climate that will result in more competitive industries and the creation of more jobs, so that all Canadians will benefit.

The Strategy addresses both immediate and long-term job-creation needs, and focusses on partnerships at all levels. It has several key components, which together provide the necessary ingredients for success: getting the economic fundamentals right; focussing on priority sectors (e.g. youth, trade and technology); and making maximum use of government programs and services.

Trade development is another key element of the Jobs Strategy. Increased trade means new and better jobs for Canadians — it is estimated that for every $1 billion of exports, 11 000 Canadian jobs are created or sustained. Although Canada is a highly successful trading nation, only 100 companies account for over half of the country's total exports. Thus, the government is committed to encouraging and assisting Canadian companies to enter the international business arena. To this end, the government has set a goal of doubling the number of active Canadian exporters by the year 2000.

A key element of the Jobs Strategy is its focus on Canadian small and medium-sized enterprises (SMEs). Recent data confirm that smaller firms create the vast majority of new jobs in Canada. They are also central to government efforts to broaden Canada's trade, technology and investment relations to fast-growing markets worldwide. Indeed, exports are critical to Canada's economic and social well-being, and serve as the engine that is driving Canada's economy.

Canada's International Business Strategy (CIBS) is an integral part of the federal government's international business development efforts, and is a vehicle through which Canadian companies can begin or expand their exporting efforts. Through direct and active consultation between governments and the private sector, CIBS provides Canadian industry with a real opportunity to influence the government's international business strategies and priorities. At the same time, CIBS works to streamline the allocation of resources and to rationalize federal (and increasingly provincial) international initiatives. CIBS will also play an important role in the government's first commitment to departmental sustainable development (SD) strategies. As it prepares its SD strategy, the Department of Foreign Affairs and International Trade (DFAIT) will look at ways to help Canadian exporters — SMEs in particular — to better understand and respond to new environmental imperatives, and to ensure continued access to key export markets.

This strategic overview complements the 27 sector strategies, jointly developed by government and industry, that constitute the main component of CIBS. An abbreviated version of the sector strategies appears as Part II of this document. These strategies lay out the government's broad trade policy and international business development priorities.