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PREFACE

Feedback from clients has resulted in a fundamental reassessment of the focus and structure of the government's trade and investment promotion efforts. The new International Business Development (IBD) strategy draws heavily on private sector consultations and builds on the government's jobs and growth agenda.

The strategy seeks a government-wide approach to create partnerships with the provinces and the private sector by harnessing the collective strengths of all participants to leverage diminished resources, reduce overlap, set priorities, improve market intelligence and sourcing systems and simplify programme and service delivery.

This approach has come to be known as the "Team Canada" approach to international business development. The cornerstones are the highly successful Team Canada missions led by the Prime Minister and the provincial premiers internationally and the launching of Team Canada Inc domestically.

Team Canada Inc is the driving force behind an ongoing effort led by Foreign Affairs and International Trade, Industry Canada and Agriculture and Agri-Food Canada to provide a greater degree of cohesiveness and effectiveness among federal departments, the provinces and the private sector in the delivery of IBD programmes and services.

This strategic planning document represents the first time that an IBD Business Plan has been crafted in an integrated fashion across the three "core" federal IBD departments. The purpose of the Plan is to improve the transparency of the government's strategic approach to the international business agenda while providing for greater accountability for results.

In the years ahead, the federal government will continue its efforts to expand the collaborative nature of the Team Canada Inc partnership including future editions of the annual integrated IBD Business Plan.

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