

development. Their role is to ensure that Team Canada Inc programs and services are tailored to the specific needs of the exporter community across Canada and that its resources are targeted to the priorities of the regions. Team Canada Inc's strategy and initiatives aimed at increasing the number of Canadian exporters and supporting their efforts in foreign markets are presented in a three-year business plan.

One of Team Canada Inc's key objectives is to increase Canada's export base, with particular emphasis on categories of business that have been under-represented in international markets. Small and medium-sized enterprises (SMEs), particularly those owned by Aboriginals, women and youth, are encouraged to take advantage of government programs and initiatives. On recent Team Canada missions led by the Prime Minister, 70-80 percent of participants were SMEs. The proportion of women participating in the 1999 Team Canada mission to Japan was 19 percent, while young entrepreneurs accounted for over 11 percent and Aboriginal business people 2 percent – the highest participation ever recorded for these groups.

In order to further our aims for attracting foreign direct investment, responsibility for investment promotion has been consolidated under a strengthened Investment Partnership Canada (IPC). IPC is a joint venture among federal departments to help support the 1996 federal investment strategy to:

- target multinational enterprises in priority sectors in key global markets;
- enhance the marketing of Canada's "brand image";
- systematically address investor concerns about Canada's business climate; and
- forge a new partnership among Team Canada players.

As well, the Program for Export Market Development (PEMD)-Investment, a \$5 million annual fund to facilitate the participation of communities in collaborative Team Canada efforts to attract and retain foreign direct investment is now in its second full year of operation. The program has provided support to more than 240 projects.

***The members of Team Canada Inc are:***

- Agriculture and Agri-Food Canada
- Atlantic Canada Opportunities Agency
- Business Development Bank of Canada
- Canadian Commercial Corporation
- Canada Customs and Revenue Agency
- Canadian International Development Agency
- Canada Mortgage and Housing Corporation
- Canada Economic Development for Quebec Region Agency
- Environment Canada
- Export Development Corporation
- Fisheries and Oceans
- Foreign Affairs and International Trade
- Heritage Canada
- Human Resources Development Canada
- Indian and Northern Development
- Industry Canada
- National Farm Products Council
- National Research Council
- Natural Resources Canada
- Public Works and Government Services Canada
- Statistics Canada
- Transport Canada
- Western Economic Diversification