

In addition, for those of you interested in a certain region of the world, you will find strategic information on key markets throughout the Plan.

The final ingredient in the Plan that you will find useful are the listings of planned trade development activities in which industry can participate. These are sector- and geographic-specific consolidated lists of activities proposed by participating departments and agencies for the new fiscal year that starts today. You will note that the contact point for a number of these activities is an industry association. This reflects the partnerships that we have developed with the private sector. Even though activities are funded by the Government, we have listed the associations when they are undertaking the detailed organizational work for the event.

We will also soon publish a separate document providing more detailed descriptions of events and the nature of federal support. This publication will contain practical, hands-on information, such as a list of the exhibitors, the size of the event and the avenue to follow if you want to be involved.

From the beginning, we knew that for the *International Trade Business Plan* to be most effective, it would have to meet three goals:

First, we had to involve the private sector.

Second, we wanted a document that would make us more efficient, while reducing duplication in the federal government.

Finally, we wanted a plan that would be an integral part of the rest of the Government's economic agenda.

The document that we are launching today meets all of these goals.

With respect to the first goal, we knew all along that the involvement of the private sector in this initiative would be crucial. You know your business more than anybody else, and you have the most to contribute to this exercise.

We have also heard your call. You're tired of being only consulted. You also want to be fully involved.

So we did just that. The Government's International Trade Advisory Committee (ITAC), the CEA, CCC and CMA were all briefed regularly and asked to comment on the concept. In addition, drafts of the Strategic Overview were sent to them for review and comment.