

## INTERNATIONAL TRADE DEVELOPMENT BRANCH MANDATE

The primary objective of the Branch is to support the Canadian business community's efforts to develop export markets and acquire foreign investment and technology in the context of the rapid globalization of business and an increasingly complex and competitive trading environment. The focus of these activities has been oriented towards the pursuit of the three major goals of the National Trade Strategy:

- to secure and enhance access to world markets;
- to improve Canada's trade competitiveness;
- to strengthen Canadian international marketing capabilities,

Initiatives have been developed that will ensure that Canada takes full advantage of the business opportunities that are emerging from important developments such as:

- the implementation of the Free Trade Agreement with the U.S.A.;
- the current round of multilateral trade negotiations;
- the establishment of a single European market by 1992; and
- the dynamic growth of economic and trade activity in the Pacific-Asia region.

The Branch was restructured in 1988 to improve services to the Canadian business community, enhance the Department's visibility to current exporters and export-ready companies and strengthen coordination of federal and provincial trade efforts.

The restructuring created sectoral international marketing divisions to support the international trade and investment activities of Canadian firms across the full spectrum of products and services. These units serve as the entry and coordinating points for the Department's trade development programs and services; they are the focus for the provision of sectoral market information to business clientele, the provinces and other government departments and complement the Department's geographic marketing capabilities.

The following sections describe the activities and highlights of each of the Branch's bureau and their divisions.