

## Backgrounder

### TEAM CANADA INITIATIVES

International business is key to furthering economic growth and creating jobs for Canadians. It has been estimated that every \$1 billion increase in export sales generates about 11 000 new jobs in Canada.

To serve business more effectively, the Government is pursuing new approaches, based on a Team Canada partnership with the provinces and the private sector. These are designed to put in place better and more efficient international business development services and activities.

These include:

- **Canada's International Business Strategy (CIBS):** The CIBS is the centrepiece of the federal government's commitment to a Team Canada partnership with the private sector and the provinces – a partnership based on developing winning strategies in 23 key industry sectors. For each of these sectors, the strategy describes Canadian supply and global demand and how to match them. Each sector strategy lays out what the partners have agreed to do to maximize Canada's international business success.
- **National Sector Teams:** National Sector Teams, representing all the main public and private groups in a particular industry sector, are being set up to develop public and private strategies for export success and action plans to expand success and strengthen trade, investment and technology linkages among firms in related lines of business.
- **Regional Trade Networks:** Responding to requests from business for more efficient service from all levels of government, regional trade networks are being set up linking federal and provincial governments and agencies across the country. The aim is to pool expertise and resources to offer information on business and sales opportunities abroad, names of contacts at home and abroad, export counselling and preparation, and expertise on export markets and financing.
- **International Business Opportunities Centre:** The Centre has been set up to match business leads provided by Canadian missions abroad with Canadian firms, particularly small and medium-sized companies. It is a joint venture of Industry Canada and the Department of Foreign Affairs and International Trade. It uses electronic data bases and networks of contacts in government departments to seek out interested Canadian firms.