

Action

- Work toward a successful completion of the Uruguay Round.
- Defend Canada's interests under the FTA.
- Explore options for accession to NAFTA by other regional trading partners.
- Work to achieve international harmonization of standards and regulatory regimes.
- Negotiate foreign investment protection and double taxation agreements to enhance the environment for international business.

Improve Export and Project Financing Opportunities

The private sector has stressed the need for competitive export financing and enhanced services from the Export Development Corporation (EDC). Some argue that Canada could make more effective use of commercial opportunities in projects funded by development banks and other international financial institutions (IFI's). It is important that Canadian companies do not miss opportunities for projects in which they have important competitive advantages.

Action

- Redefine the mandate of the EDC so that it can offer new types of insurance and financing arrangements, which will make it more responsive to the needs of the business community.
- Examine ways to enhance support for commercial export financing, with particular focus on non-G7 (Group of seven leading industrialized countries) markets.
- Focus the use of Canadian trust funds in IFI's to support projects that have potential commercial benefits for Canada.
- Increase the information available to companies about IFI procurement cycles, financing opportunities and tenders, so that more Canadian companies are able to become involved, at an early stage, in preparing to bid on IFI projects.
- Strengthen the connections between industry and the government's IFI liaison officers and contacts.
- Increase Canada's contacts with the subregional institutions, such as the Andean Development Bank, to increase procurement opportunities for Canadian firms.

III Improve the Domestic Environment

Increase Business Investment in Canada

Action

- Target foreign multinational corporations to promote investment opportunities in Canada.
- Work with Canadian Chief Executive Officers of multinationals to promote the retention and expansion of Canadian subsidiaries.
- Work with site selection firms to ensure that Canada has an appropriate profile.
- Promote Canadian high technology investment opportunities in world markets.

Enhance Canada's Technological Capability

Action

- Improve the delivery of science and technology and related intelligence to the research and development (R&D) communities in industry, federal and provincial governments, and universities.
- Focus the gathering and delivery of foreign technology intelligence on best practice technology: major R&D advances in critical technologies and policy developments that could have an impact on Canada's attractiveness for R&D-oriented alliances or investment.
- Identify opportunities for Canadian technology firms to raise capital.

Promote Improved Product and Service Quality

Because of increasing consumer attention to value, quality has become an even more critical factor in the international competitiveness of Canada's manufacturing and service industries. Canada's international competitiveness can be enhanced by moving more toward performance-based standards, such as the International Standard Organization (ISO) 9000 series. The National Quality Initiative will support and facilitate the development of best practices. It will also ensure that Canadians have access to the wide range of knowledge and experience needed to development total quality organizations.

Action

- Promote awareness of the need to adopt total quality principles, performance-based standards and the ISO 9000 series as a basis for increasing domestic and international competitiveness.
- Encourage Canadian industries to obtain ISO 9000 certification and promote international recognition of Canadian ISO 9000 registrations.