

You asked us to focus our attention particularly on both priority sectors and priority markets where government support can make the biggest difference for you. We are currently consulting with the Canadian Exporters' Association as well as others to determine which sectors and markets these will be. Although we shall continue to offer a broad range of support to all companies in all sectors, we shall be offering enhanced support in certain key areas.

Second, in co-operation with our provincial and private sector partners, "National Sector Teams" are being formed to develop and execute sector-specific strategies. Comprising federal, provincial and, most importantly, private sector stakeholders, these National Sector Teams will enhance the strength of companies venturing into foreign markets by developing joint strategies and action plans, and through the exchange of market and other information. In fact, some national sector teams are already operational in the agri-food and agriculture sectors, including seafood, and in several industrial areas.

If you are asked to join a Sector Team, I urge you to get involved. If the idea of collaborating with one of your competitors seems a little strange at first, let me assure you that there is enough international business out there for all of you — and more.

The third mechanism that we shall use, again in partnership with the provinces and with business, will be a series of Regional Trade Networks. These Networks, which will be targeted at small and medium-sized exporters, will ensure that there are national standards for the delivery of information and services to exporters, and that this delivery matches regional requirements.

We have discussed and agreed on arrangements with virtually all the provinces and territories. For its part, New Brunswick has already developed an integrated Team New Brunswick strategy. Premier McKenna will talk about that in a few minutes.

The fourth initiative is the new International Business Opportunities Centre, which we have established in Ottawa to direct the hard business opportunities identified by our Trade Commissioners abroad to specific Canadian firms capable of filling the overseas requirements. Although the new Centre has only been fully operational for a fortnight, it has already generated a number of success stories that bode well for the future.

Let me just mention a couple.

Adart Engineering Services Ltd. of Calgary recently won a contract in Japan to design a speed-skating oval. Adart's President said: "Without the business lead from the International