

- In 1995-96, as reported by the Auditor General, the federal government invested approximately \$375 million in international business development, including the overseas delivery of the program at Canadian embassies, consulates and high commissions. The key government departments contributing to the international business development program are the Department of Foreign Affairs and International Trade (\$250 million), Industry Canada (\$69 million) and Agriculture and Agri-Food Canada (\$27 million).

Targeting Support

Diplomatic work is changing. Overseas, supporting Canada's business community is the largest single activity of the Department of Foreign Affairs and International Trade. In the more than 125 Canadian diplomatic posts around the world, 254 Trade Commissioners, assisted by approximately 300 locally hired trade officers, help Canadian companies break into new export markets and develop their international business. Canadian diplomats, including Ambassadors and Trade Commissioners, offer advice on the potential demand for specific products and services, and help Canadian companies find appropriate agents or distributors. They provide introductions to senior government officials and business leaders, and lobby on behalf of Canadian bids on major capital projects and procurement contracts.

To improve the competitiveness and build on the success of Canadian business in global markets, the Government is taking a variety of innovative steps, including:

- **Team Canada Trade Missions** have to date helped bring home 550 business deals worth more than \$22 billion for Canadian companies. Of these, the most recent mission to Korea, the Philippines and Thailand, in January 1997, resulted in 180 signed business deals worth approximately \$2.13 billion.
- A **GO-Team** of "rapid response" Trade Commissioners is dedicated to fostering new trade opportunities arising from Team Canada missions, trade agreements, and changing market conditions. Its officers are now deployed in six emerging markets.
- An **Advocacy Unit** develops and co-ordinates a focussed plan of high-level political interventions supporting a select number of key international business deals pursued by Canadian firms.