

PREFACE

The purpose of the Global Market Opportunities Reviews (GMORS) is to provide an overview of current market opportunities and to move towards the articulation of export marketing strategies to help expand the scope and reach of Canadian business into international markets. The GMORS also provide important inputs for the **International Trade Business Plan** which in turn is intended to become the key instrument for coordinating and making decisions on where and how to spend the funds earmarked by the government for trade development.

EAITC Headquarters works closely with its more than 100 trade posts around the world to identify specific market opportunities for Canadian goods and services. Development of the GMORS also entails close consultation with other federal departments, provincial governments, industry and trade associations.

The GMORS should be seen as dynamic working documents which evolve continuously through an ongoing process of dialogue between industry and government. They will continue to reflect changing market conditions and prospects as identified by our trade missions abroad and from other sources, current Canadian supply capabilities and bring to bear the interests of Canadian industry into the trade development planning cycle.

We are confident that active participation by both government and industry in the GMOR process will contribute to enhanced export performance by Canadian industry.