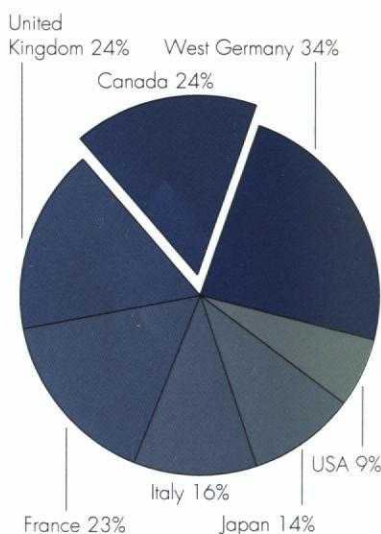


"The Western World is moving toward knowledge-based economies and Canada must move with it. We want to be known not only as a resource-rich nation, not only as a trading nation, but as a nation known for our brain power, our ideas, and our intellectual and educational achievements. The issue is no less fundamental than how Canada will earn a living in the 1990s and beyond."

The Right Honourable Brian Mulroney
Address on Research and Development
University of Waterloo
March 4, 1987

EXPORTS OF GOODS AND SERVICES
(AS A SHARE OF GNP/GDP 1989)



Source: IMF Yearbook

STRATEGIES AND PROGRAMS

Going Global is a five-year, \$93.6 million package of initiatives aimed at boosting Canada's trade readiness. This is an increase of approximately 15 per cent in the international trade effort by EAITC.

The three pillars of the Going Global strategy focus on the markets of greatest importance to Canada, now and in the future. The three key sectors are:

US OPPORTUNITIES PACIFIC 2000 EUROPE 1992

UNITED STATES

In the US, the implementation of the Free Trade Agreement (FTA) is proceeding on schedule. Tariffs are being phased out over a 10-year period, non-tariff barriers are coming down and there is improved access for temporary business travellers. The administrative mechanisms are in place, including dispute-settlement procedures. As a sign of their eagerness to get on with freer trade between the two countries, businesses on both sides of the border have pushed for accelerated tariff elimination in many sectors. The challenge in the US is to regain our market share, which over the past 15 years has dropped behind that of the Japanese and Europeans.

ASIA-PACIFIC

In Asia-Pacific, which is the fastest growing market in the world, we need to radically upgrade our commercial presence. Ten years ago, 34 per cent of Canada's non-USA trade was with Asia-Pacific; the figure is now 50 per cent and rising. Yet Canada's share of the Asia-Pacific import market is still only two per cent.

EUROPE

In Europe it is essential to secure our base before the major changes related to the 1992 single market take effect. The USA, Japan and others have made significant investments in production facilities in order to ensure they are integrated within the EC before 1992. Canada has to target key sectors for export growth and promote two-way investment.

Going Global is a joint strategy of External Affairs and International Trade Canada; Industry, Science and Technology Canada; and Investment Canada. Unlike earlier initiatives, Going Global emphasizes technology, investment and marketing linkages and partnerships as foreign market penetration techniques. Going Global is designed as a partnership between government and business. This strategy is about jobs, about long-term economic growth and prosperity and about developing the internal strength to be competitive internationally.