

The International Trade Business Plan Is ...

The International Trade Business Plan (ITBP) lays out government strategies and activities in support of international business development. It enables the private sector to influence the development of those strategies and become involved in the proposed activities. It is managed by the federal government in partnership with the provinces and Canadian industry.

The ITBP is designed to strengthen the connection between global demand and Canadian supply capability. It also provides linkage between trade development, trade policy, investment development, and technology transfer, each of which is essential to Canada's success in international markets.

The consensus reached by the various partners involved throughout the ITBP consultation process is reflected in this and the companion documents. These documents are made up of three components: an overview, a series of industry sector strategies, and accompanying lists of planned international activities.

- **Overview:** The **ITBP Overview** provides the broad context for the individual industry sector strategies detailed in the Plan. It comprises four elements: a **Strategic Overview** summarizing the Government's main trade policy and international business development objectives; a **Geographic Overview** identifying opportunities, challenges and priorities by geographic region; a list of **Cross-sectoral Activities** to be undertaken in support of international business development; and the addresses of the **Canada Business Service Centres**.

- **Industry Sector Strategies:** The main component of the ITBP consists of 23 individual sector profiles that detail how the Government will work with industry to take advantage of emerging global trade, technology and investment opportunities. Each strategy provides a summary of international business development priorities for the given sector, and is the result of close consultation with the private sector.

- **International Activities:** A list of international activities is appended to each sector strategy. These lists are the product of government-industry consultation, and represent the specific activities governments intend to sponsor in support of each sector strategy. Canadian companies are invited to participate in these events, and are encouraged to contact the listed department or agency for details.

We Want to Hear From You!

The ITBP is continually being revised in response to feedback from our clients. Your views on how the ITBP could be improved are important to us. If you have comments or questions, or want to find out how to become more actively involved in the process, please contact the ITBP Working Group:

Telephone: 1-613-944-ITBP (944-4827)
Fax: 1-613-996-9265

We also invite you to take a moment to complete the enclosed one-page questionnaire.