

I am delighted to see so many outstanding Canadian companies here to help us launch the 1993-1994 *International Trade Business Plan*.

This event is indeed a testimony to the partnership between the Government and the private sector -- a partnership that has been key to the development of the Plan. It is particularly fitting that the Canadian Exporters' Association (CEA), the Canadian Chamber of Commerce (CCC) and the Canadian Manufacturers' Association (CMA) are our co-sponsors today. Your members have all made a major contribution to the development of the *International Trade Business Plan*. My thanks to all of you for helping us put this event together.

For the Government, the *International Trade Business Plan* demonstrates a new, more effective way of doing things. It will lead to more rational ways of using the Government's limited resources in pursuit of international market opportunities.

As well, it reflects our commitment to doing things better and smarter.

As a government, we too have to be more competitive in the way that we support business people in the international marketplace. With the publication of this *International Trade Business Plan*, we are well on our way to accomplishing this goal.

Last year, when we published the first version of the Plan, we included the international business development activities of only three government departments. This year, we included the activities of 15 government departments. As a result, we now have a document that for the first time brings unity and co-ordination to all federal government support for trade development.

We also have a document that presents the Government's long-term action plan for assisting Canadian business in the international marketplace.

Next year, we intend to go one step further and invite the provinces to participate in the preparation of the strategic components of the Plan.

The central elements of the Plan are the 22 sector strategies. Each sector strategy provides a synopsis of the detailed strategies being implemented by individual departments and agencies. By consulting the *International Trade Business Plan*, you will have at your fingertips an analysis of the market environment for your sector, a summary of where the Canadian industry stands, and the strategic direction that Canada is pursuing for this sector.