

As well, other improvements are under way, including new information and market intelligence tools, common program guidelines for financial support to smaller firms, and a coordinated effort to assist exporters when they need concerted government support to compete abroad.

The new initiatives are a direct response to private sector recommendations calling for governments to provide better services to exporters domestically and globally, to set priorities and better allocate resources, to focus programs and to provide national leadership to Team Canada.

In unveiling the Team Canada logo, Mr. MacLaren called on Team Canada to work as partners to double the number of active exporters by the year 2000, penetrate new markets and diversify export successes in more industry sectors. Currently, 100 companies are responsible for half of all our exports, while 9000 companies are responsible for 93 per cent of our exports.

The logo (copy attached) features a stylized maple leaf enveloping a globe, with 12 smaller maple leaves - representing the 10 provinces and two territories. Mr. MacLaren invited all Team Canada members to use it at future Team Canada events in Canada and abroad.

"The Team Canada approach has been and continues to be a winning strategy for Canada," Mr. MacLaren said. "Through these networks and teams, we will help turn this country into a nation of traders."

"The public and private sectors are working in the Team Canada partnership to ensure Canadian companies respond to global business opportunities," said Mr. Manley, who is in Geneva leading a delegation of over 60 companies to TELECOM 95. "Preparing Canadian companies for exporting, and participating at events like TELECOM 95 are examples of how the Team Canada partnership works."

These initiatives represent an important milestone in the bilateral action plans between the federal and provincial governments aimed at improving the efficiency of the federation. First ministers launched this initiative at their meeting in December 1993. Formal action plans were signed later.

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