

PREFACE

The *International Trade Business Plan* sets out the international trade, investment and technology acquisition strategies, programs and activities of External Affairs and International Trade Canada, Industry, Science and Technology Canada and Investment Canada. As such, it is meant to be a one-stop, hands-on guide for Canadian firms looking to take part in international activities planned by the three departments for this coming fiscal year. The Plan represents the first time we have tried to provide our best estimate of the international activity we will be sponsoring over the next fiscal year.

WHAT IS THE PLAN?

- an overview of each geographic market and industry sector;
- a summary of our proposed programs and activities by industry sector, organized by market and date with contact phone numbers;
- a summary list of available programs;
- a list of regional contacts.

This is intended to be an interactive document. We are prepared to alter our planned program based on your interest. We can do this only if we hear from you. We would like to know if this data assists planning of your own activities. We welcome your comments regarding the priorities represented in these listings and the individual events. Your suggestions of how this plan could be made more useful to you are also encouraged.

HOW TO USE THE PLAN

- Identify the programs and activities in which you would like to participate from the list in your industry sector.
- Contact the lead office (phone number provided) to indicate your interest.
- Write or phone any of the contacts listed in this document with your comments.
- Remember this is an interactive process — we expect to eliminate activities that don't generate sufficient interest — so don't depend on an activity taking place if you fail to let us know of your interest in it.

Please Note: *New opportunities that arise during the year will result in additional activities. Some markets and sectors have not completed their planning and will also add activities. Throughout the document, we have identified organizations within the three departments that can be contacted regarding a specific market or project. Although every precaution has been taken to ensure that the information provided is accurate, if you are interested in a particular project or event, we suggest you verify it with the organization concerned. The telephone number of the organization responsible for each activity is provided. You may also contact the International Trade Centre or ISTC Business Service Centre within your province.*

A list of federal government contact points within the three departments is included in Appendix A.