



Given the growing influence of developing countries and emerging economies, the need to build consensus on a complex array of issues, and the diverse number of regional and other trading arrangements, Canada should capitalize on its experience in trade policy to build a stronger network of trade policy partners. We place a high priority on providing trade policy technical assistance to developing countries, to help them fulfil their Uruguay Round obligations. This will enable Canadian exporters to benefit from improved access to those markets.

Resolving trade irritants and barriers

Expanding the trade and investment relationship with the United States will be critical, as will ensuring the integrity of the NAFTA. Challenges will include managing disputes in the grains and dairy industries, cultural and forestry sectors, as well as an unpredictable stream of trade remedy cases involving Canadian interests. Canada will deploy WTO and NAFTA dispute settlement procedures to defend its interests against protectionist actions and unilateral trade measures taken by the United States and other trading partners. We will continue to defend Canadian programmes against challenges. The Canadian government will require vigilance as the USA continues to enact legislation with extraterritorial application, and apply trade sanctions to support its foreign policy objectives.

3.2.2 Performance Measurement

The performance measurement strategy for strengthening market access is presented in Annex 1.

3.3 Export Capability and Preparedness

3.3.1 Initiatives

The government's products and services to prepare and inform exporters are designed to:

- raise awareness of global market opportunities and promote exports as a growth option;
- provide export-readiness training to meet the needs of potential exporters;
- align Team Canada Inc services with the needs of individual firms; and
- provide self-help tools that allow services and Internet-based information sources, including *ExportSource* and *Strategis*, to be customized.

At the regional level, the International Trade Centres, under the leadership of Senior Trade Commissioners, play a coordinating role for the Regional Trade Networks. The Regional Trade networks improve service to business clients by linking key federal and provincial government IBD service providers with the private sector. Each year, since 1996, the partners of each Network have worked together to develop and implement their specific Regional Trade Plan.

Many sources of government export advice are available to potential and existing exporters. Because of their large SME client base, the federal regional development agencies — Atlantic Canada Opportunities Agency (ACO), Canadian Economic Development for Quebec Regions (CED) and Western Economic Diversification (WD) — as well as the Federal Economic Development Initiative for Northern Ontario (FedNor), the Business Development Bank of Canada and the provincial governments are ideally positioned to contribute significantly to developing and delivering export capability and preparedness services.

Collectively, the Team Canada Inc network of government departments and agencies is pursuing the following initiatives:

Expanding Awareness of Global Market Opportunities

A key element of the export capability and preparedness strategy is to foster a 'global-market' mind-set among Canadian firms. The provinces and federal regional development agencies provide convenient trade awareness sessions, export readiness seminars, networking breakfasts, self-help diagnostics, etc. Publishing company profiles and publicizing Export Award winners help raise the profile of successful exporters.

The Canadian Tourism Commission will continue to provide tourism industry decision-makers with credible, research-based marketing, product development and economic business intelligence, and encourage them to use this information in their business decision-making process.

Engaging Strategic Partners in Exporter Preparation with Particular Emphasis on SMEs

The government coordinates exporter service resources through the Regional Trade Networks (RTNs). A continuing priority will be to recruit more federal departments, provinces and business associations to provide front-line exporter services. Front-line officers from all partners must have the tools, trade knowledge and trade service delivery capabilities they need to assist clients. Some innovative partnerships involve the academic community, for example, and include: