

## ASSISTING CANADIAN BUSINESSES

Canada's ability to sell goods and services abroad, attract job-creating investment and develop the best technology is key to sustaining one of the highest standards of living in the world. DFAIT works with Canadian business to achieve these goals.

Every \$1 billion increase in Canada's exports sustains 6000 Canadian jobs. One out of three Canadian jobs depends on exports.

DFAIT's Team Canada Inc facilitates access to market information and export advice through the InfoExport and ExportSource Web sites, which received over 190 000 hits, in 1998-1999. In that same period, the national 1-888-811-1119 telephone referral service responded to 9700 enquiries.

Our more than 800 trade representatives around the world provide assistance to Canadian companies on more than 150 000 occasions each year, helping them to generate billions of dollars worth of exports.

Under the Program for Export Market Development, more than 700 small and medium-sized Canadian companies are provided with financial assistance each year to help them become exporters or to diversify into new export markets.

DFAIT is responsible for the day-to-day management of our trading relations with other countries. Our negotiators work through multilateral organizations such as the World Trade Organization to defend Canada's interests. They also participate in major international talks leading to such agreements as the North American Free Trade Agreement.