

For example, all 10 provinces have indicated their interest in helping to develop this year's International Trade Business Plan. This is in addition to the eighteen federal departments and agencies that are already part of this important process.

The focus of the Plan is threefold: sharing international market intelligence and information; co-ordinating our respective business plans and priorities; and improving our partnerships with the private sector.

In the context of market globalization, it is becoming more and more imperative to increase the number of our exporters and to make our businesses a more integral part of the international economy in terms of exports, investments and technology transfer. This objective can be achieved not only by identifying new markets, but also by preparing, informing and supporting Canadian businesses, through the delivery of the programs and services of the Government of Canada's international network and its partners.

The Department of Foreign Affairs and International Trade, Industry Canada, and the Federal Office of Regional Development (Quebec) have in fact agreed, under an agreement signed in the spring of 1994, to join their respective forces and to co-ordinate their efforts:

- to promote and increase the accessibility of the Government of Canada's international market development programs for manufacturing and service companies, particularly for small businesses, in all regions of Quebec, as well as for their groups and associations;
- to maintain a high level of quality in delivering programs and services by eliminating overlap and by simplifying business procedures;
- to present a more integrated approach to activities targeted in Quebec and to co-ordinate them better with the activities of the Government of Quebec;
- to improve and, if necessary, to modify the resource envelopes of existing programs to reach a greater number of businesses, and to develop new programs and services that better meet the needs of small businesses.

I believe that the importance of international business, and our shared mission to attract it to all regions of Canada, cannot be overstated.

This mission of ours must increasingly reflect the fact that the leading form of international business is now international