

News Release

February 15, 1995

No. 27

MACLAREN RELEASES CANADA'S EXPORT STRATEGY FOR 1995-96

The Honourable Roy MacLaren, Minister for International Trade, today released Canada's Export Strategy for 1995-96. Known as the *International Trade Business Plan* (ITBP), the document lays out government strategies and activities in support of international business development.

The ITBP is prepared by the Department of Foreign Affairs and International Trade in partnership with Industry Canada, Agriculture and Agri-Food Canada and other federal departments and agencies, as well as the provinces and industry. The plan reflects the consensus reached by the various partners in a year-long consultation process.

"This Business Plan is more than just a document; it is a process that makes government more efficient and focussed in the delivery of Canada's export strategies and activities," Mr. MacLaren said. "At the same time, it enables the private sector to influence the development of those strategies and become involved in the proposed activities."

The ITBP is designed to strengthen the connection between global demand and Canadian supply capability. It also provides links between trade development, trade policy, investment development, and technology transfer, each of which is essential to Canada's success in international markets.

"Canadians must seek and win new business in markets around the world. Our prosperity and standard of living depend on our ability to sell competitive products and services abroad, attract international investment, and acquire global leading-edge technologies," Mr. MacLaren noted.

The priorities identified in the ITBP are premised on four broad objectives: diversifying Canada's trade, technology and investment relations beyond traditional markets; building



Government
of Canada

Gouvernement
du Canada

Canada