

15  
February  
1997  
y 1

# CANADEXPORT



Vol.15, No. 2

February 3, 1997

## CIBS '97-'98

RETURN TO DEPARTMENTAL LIBRARY  
RETOURNER A LA BIBLIOTHEQUE DU MINISTRE

# Key to Team Canada Partnerships

Canada's International Business Strategy (CIBS) for 1997-1998 is a key element of the federal government's commitment to a "Team Canada" partnership with the private sector and the provinces – a partnership based on developing winning strategies that generate jobs and promote growth for Canadians.

Through the involvement of National Sector Teams consisting of government and private sector representatives, CIBS gives Canadian industry an opportunity to influence government's international business priorities. The result is a document offering a series of strategies spanning 27 key industry sectors. Each strategy identifies the main objectives that government and industry will pursue to help Canadian firms capture emerging global trade, technology and investment business. This year, for the first time, the sectoral strategies have been written by the National Sector Teams.

With full industry participation, CIBS ensures that government strategies and initiatives reflect the real needs of Canadian industry. At the same time, CIBS works to reduce overlap and duplication between governments and to direct government resources where they can genuinely "make a difference."

This year, CIBS incorporates two new sectoral strategies, *Aboriginal Products, Services and Technologies*, and *Construction, Architectural and Engineering Services*.

### CIBS includes...

- **Overview:** This section of CIBS consists of a *Strategic Overview* summarizing Canada's main trade policy and international business development objectives; a *Geographic Overview* identifying key challenges, priorities and opportunities within each of the world's major geographic regions; and a complete list of Canada's International Trade Centres.

- **Industry Sector Strategies:** The main component of CIBS is the 25 *Industry Sector Strategies*. A hard copy abridged version of the strategies offers the main challenges identified by the National Sector Teams in pursuing international business opportunities, and the strategic directions government and industry will follow to take advantage of emerging global trade, technology and investment opportunities. A longer version of the texts, including a profile of each industry sector and the international environment of which it is a part, can be read on-line, obtained by fax, or ordered on diskette.

- **International Activities:** National Sector Teams have compiled and will maintain an

updated list of international events and initiatives that provincial and federal governments plan to undertake in support of the strategies. Contained in the "evergreen" *CIBS Compendium* and available on-line, the list includes a description of each activity, contact names and telephone and fax numbers of government co-ordinators. Canadian companies interested in participating in the various initiatives are encouraged to contact the department or agency listed for details. Those without on-line access can obtain periodically updated lists from their local International Trade Centre, or via fax-back.

*Continued on page 7 – CIBS*

### CANADEXPORT ON-LINE

<http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

*Central America Supplement II will be published in our May 5, 1997 issue.*

### INSIDE

A CURRENT AFFAIR.....	2
TRADE NEWS.....	4
EDC SUPPLEMENT.....	I-IV
TRADE FAIRS.....	5
SHARING TRADE SECRETS.....	6
OPPORTUNITIES/AGENDA.....	8