

While the primary agents of facilitation of the export marketing plan will be the Asia Division of the Bureau of Pacific, Asian, African and Middle Eastern Affairs and the Embassy, and in sector-specific areas, selected Industry Sector Branches of IT&C, the degree of success in meeting the objectives of the plan is reliant on the co-ordination and co-operation of all federal departments and provincial governments and active involvement by business and industry. Consultation in the formulation of the strategy with the provinces, and with other federal government departments has therefore taken place. Ongoing consultations by IT&C officials with businessmen have ensured that private sector views have been incorporated into the plan. Given this concentration of effort and dedication of purpose, there is every reason to expect that Canada's share of the Korean market can be significantly expanded.