

## BACKGROUND

Canada's International Trade Business Plan is made up of three components: a Strategic Overview, a series of industry sector strategies, and an accompanying series of international activities lists.

The three main objectives of the plan are threefold:

- to strengthen the link between global opportunities and the supply of capabilities of Canadian industry;
- to bring greater coordination to federal (and increasingly provincial) international business development strategies, priorities and activities to ensure that public resources are utilized as efficiently as possible; and
- to ensure that federal international business development strategies and activities reflect the real needs of Canadian industry.

Available industry sector strategies (and activities) include:

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| <ol style="list-style-type: none"> <li>1. Advanced Manufacturing Technologies</li> <li>2. Aeronautics</li> <li>3. Agri-Food Products</li> <li>4. Arts and Cultural Industries</li> <li>5. Automotive</li> <li>6. Biotechnologies</li> <li>7. Business and Professional Services</li> <li>8. Chemicals and Plastics               <ul style="list-style-type: none"> <li>● Chemicals and Petrochemicals</li> <li>● Plastics and Polymer Products</li> </ul> </li> <li>9. Consumer Products               <ul style="list-style-type: none"> <li>● Apparel Industry</li> <li>● Business and Institutional Footwear</li> <li>● Footwear</li> <li>● Hardware and Housewares</li> <li>● Household Furniture</li> <li>● Sporting Goods (including recreational watercraft)</li> <li>● Textiles</li> </ul> </li> <li>10. Defence and Related Products               <ul style="list-style-type: none"> <li>● Aviation, Marine and Defence Electronics</li> <li>● Marine and Land Defense Systems</li> </ul> </li> </ol> | <ol style="list-style-type: none"> <li>11. Electrical and Energy Equipment               <ul style="list-style-type: none"> <li>● Electrical Equipment</li> <li>● Oil and Gas Field Equipment</li> </ul> </li> <li>12. Environmental Industries</li> <li>13. Fish and Seafood Products</li> <li>14. Forest Industries</li> <li>15. Industrial Technologies               <ul style="list-style-type: none"> <li>● Agricultural Technology, Machinery and Equipment</li> <li>● Mining - Forestry - Pulp and Paper</li> <li>● Ocean and Marine Shipboard Technology</li> </ul> </li> <li>16. Information Technologies</li> <li>17. Medical and Health-care Products</li> <li>18. Minerals, Metals, Advanced Materials and Construction Products</li> <li>19. Space</li> <li>20. Tourism</li> <li>21. Urban Transit and Rail</li> </ol> |
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For information on how to receive additional copies of the Strategic Overview, or copies of industry sector strategies and international lists, please call: 1-800-267-8376.