

A number of programs already exist to assist Canadian exporters. These include the Export Development Corporation, the Canadian Commercial Corporation and the Program for Export Market Development.

Trade officers in our extensive network of U.S. posts are ready to serve you at any time and are invaluable sources of information and expertise. We also have trade officers in the regional offices right across the country. Here in B.C., trade officers are based in DRIE offices in Vancouver, Victoria and Prince George. Assistance is also provided by FBDB offices throughout the province.

But, we believe there is more, much more we can do for you in the export field, especially in light of the challenges and opportunities under the Free Trade Agreement.

Three principles are guiding us in our efforts to develop better export programs and services: information, accessibility and practicality.

- Information: we want to provide you useful information to identify market opportunities and to know about government export assistance programs and services so that you can take full advantage of those opportunities.

- Accessibility: no matter where you are in this country, we want you to have ready access to our export programs and services. You should not have to write to Ottawa every time you want a little information or advice for your export venture.

- Practicality: above all, our programs and services must meet your practical needs.

With those three principles in mind, we are currently considering initiatives along the following lines:

- Reinforcement and consolidation of all federal export programs and services in regional offices. We want to improve delivery of services and information to all regions of Canada, to increase our capacity to serve you and to make our regional offices more export-oriented;