

All Canadians take pride when a company like Greystone Energy Systems in Moncton wins a contract with China to supply temperature, humidity, and pressure sensors for building climate-control systems.

That signing took place during the Team Canada visit to China led by the Prime Minister.

Another Team Canada visit - this time to Latin America - resulted in a contract for Thomas Equipment Ltd. of Centreville, New Brunswick, to supply skid steer loaders to their Chilean partner.

We know that the Trade Team Canada approach works. And although the Prime Minister cannot spend 365 days on the road promoting Canadian exports - although I am sure he would, if he could - we can identify the best elements of the Team Canada approach and use them to develop winning strategies to generate new opportunities for Canadian exporters.

In fact, our game plan is simple. Using a team approach, we want to link international opportunities with domestic capabilities in the most effective way possible. We want a Team Canada working every day, coast to coast and around the world.

Through the Canadian Exporters' Association, the International Business Development Review Committee headed by "Red" Wilson, and in a variety of other ways, you told us that we in government must provide improved services to exporters domestically and globally, that we must set priorities and better allocate resources, that we should focus programs and provide national leadership to Team Canada. In essence, you told us to "get our act together" here in Canada, and that is exactly what we are doing.

Over the last year, we have brought together 22 federal departments and agencies, negotiated with our provincial colleagues and involved a wide range of industry associations. Today, I am pleased to announce five initiatives aimed at building on Team Canada successes in international business development.

First, and central to achieving this success, is the Canadian International Business Strategy, the central framework for setting international business development priorities and strategies. The Canadian International Business Strategy is formulated by all the partners - federal, provincial and business. Government resources will be allocated on the basis of the agreed-upon Strategy. Management of this Strategy by a committee of deputy ministers - a sort of board of directors - will create a single point of accountability for performance and results.