

CANADA'S INTERNATIONAL BUSINESS STRATEGY (CIBS)

Canada's International Business Strategy (CIBS) is at the heart of the Team Canada approach to doing business in the global marketplace. It sets out the international business development strategies for 27 industry sectors.

Strategies that have the greatest chance of success are those that are developed by federal and provincial governments in close collaboration with industry. They must reflect industry's priorities, and incorporate a careful assessment of Canadian strengths and worldwide opportunities.

The sector strategies are the basis upon which the federal and provincial governments will allocate a considerable portion of their international business development resources. Each strategy identifies the primary objectives that government and industry will pursue to help Canadian firms capture emerging global trade, technology and investment opportunities. These objectives, in turn, determine which specific international events and initiatives receive government support.

Individual sector strategies are the product of National Sector Teams (NSTs), groups that bring both private- and public-sector expertise to bear on a range of business issues. NST involvement in the development of CIBS ensures that government initiatives reflect the real needs of Canadian industry. By co-ordinating federal, provincial and industry planning, CIBS reduces overlap and duplication, and directs government resources where they can genuinely make a difference.

This year, two new sectors are included as integral parts of CIBS: Aboriginal Products and Services; and Construction, Architectural and Engineering Services. A further step, under development, will provide greater focus on sectors offering particular opportunities. Action plans for these sectors will be brought forward in the coming months.

CIBS includes:

- Volume 1, the CIBS Overview, consists of two parts: a Strategic Overview summarizing Canada's main international business development and trade policy objectives; and a Geographic Overview identifying key challenges,

priorities and opportunities within each of the world's major geographic regions. Also included is a complete list of Canada's International Trade Centres, from which firms can obtain a variety of services related to doing business abroad.

- Volume 2, *Industry Sector Strategies*, sets forth the main challenges identified by the NSTs in pursuing international business opportunities, and the strategic directions that government and industry will follow for emerging global trade, technology and investment opportunities. The full text of each strategy, including a brief profile of Canadian capabilities and a snapshot of the international market, is available in electronic format or by fax. Please see pg. 16 for details.
- The CIBS Compendium — International Activities: Federal and provincial governments have agreed to use the sector strategies as a basis for the allocation of resources. A continually updated list of activities designed to implement the sector strategies — known as the evergreen CIBS Compendium — is posted on the Internet. Canadian companies are invited to participate in these events, and are encouraged to contact the department or agency listed for details. The activity lists in abbreviated format, updated quarterly, are also available by fax-back. See pg. 16 for details.

We want to hear from you!

CIBS is continually being revised in response to feedback from clients. Your views on how CIBS can be improved are important. If you have comments or questions, or want to find out how to become more actively involved in the CIBS process, please contact the CIBS Working Group at:

Tel: (613) 996-1814

Fax: (613) 996-9265

e-mail: strategy.cib@extott16.x400.gc.ca

