

U.S. firm Raytheon Systems, one in Thailand with Aeronautical Radio of Thailand Inc., and still another in Antarctica with the U.S. firm ARINC Incorporated.

In recognition of the firm's sustained and significant development efforts in foreign markets, in December 2001 it was given the "Canada International Market Development" Award at the *Chambre de commerce et d'industrie de l'Outaouais Business Gala*.

## MARKET ACCESS AND INTERNATIONAL BUSINESS DEVELOPMENT

Capitalizing on improved market access is a vital element of the Government of Canada's jobs and growth strategy. The Government of Canada, in partnership with other levels of government and the private sector, has put in place integrated trade and investment promotion programs and services to ensure that Canadian companies can take full advantage of international business opportunities created by the various bilateral and multilateral market-opening initiatives.

At the core of this partnership is Team Canada Inc, a "virtual" trade network of 23 federal departments and agencies. Team Canada Inc's international business development programs and services, both domestic and overseas, are accessible to Canadian companies through a single window via the Internet ([www.exportsource.ca](http://www.exportsource.ca)), by phone (1-888-811-1119) or in person (at the regional offices of Team Canada Inc members across the country).

Team Canada Inc's strategy and initiatives aim to improve the delivery of programs and services to Canadian exporters in Canada and to support their efforts in foreign markets. Regional Trade Networks have also been established in every province. They comprise representatives from the federal and provincial governments, as well as local public and private sector institutions involved in international business development. Their role is to ensure that Team Canada Inc programs and services are tailored to the specific needs of the exporter community across Canada and that regional priorities are met.

One of Team Canada Inc's key objectives is to increase Canada's export base, with particular emphasis on categories of business that have been under-represented in international markets. Small and medium-sized enterprises, particularly those owned by Aboriginals,

The members of Team Canada Inc are:

- Agriculture and Agri-Food Canada
- Atlantic Canada Opportunities Agency
- Business Development Bank of Canada
- Canadian Commercial Corporation
- Canada Customs and Revenue Agency
- Canadian International Development Agency
- Canada Mortgage and Housing Corporation
- Canada Economic Development for Quebec Regions Agency
- Environment Canada
- Export Development Canada
- Fisheries and Oceans Canada
- Foreign Affairs and International Trade Canada
- Heritage Canada
- Human Resources Development Canada
- Indian Affairs and Northern Development Canada
- Industry Canada
- National Farm Products Council
- National Research Council
- Natural Resources Canada
- Public Works and Government Services Canada
- Statistics Canada
- Transport Canada
- Western Economic Diversification

women and youth, are encouraged to take advantage of government programs and initiatives.

Strategic global investment plays a key role in accelerating the innovative capacity of the Canadian economy. The competition for attracting strategic global investment, however, has intensified in recent years, in part reflecting the increasing globalization of the world economy.

Canada's investment strategy is designed to attract and retain strategic global investment by systematically focusing on a selected group of industries from priority markets and improving Canada's position as a preferred destination for investment. Canada is an attractive investment location, due to its productive and dynamic