

## BACKGROUNDER

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:

1. Advanced Manufacturing Technologies
2. Aeronautics
3. Agri-Food Products
4. Arts and Cultural Industries
5. Automotive
6. Biotechnologies
7. Business and Professional Services
8. Chemicals and Plastics
  - Chemicals and Petrochemicals
  - Plastics and Polymer Products
9. Consumer Products
  - Apparel Industry
  - Business and Institutional Footwear
  - Footwear
  - Hardware and Housewares
  - Household Furniture
  - Sporting Goods (including recreational watercraft)
  - Textiles
10. Defence and Related Products
  - Aviation, Marine and Defence Electronics
  - Marine and Land Defense Systems
11. Electrical and Energy Equipment
  - Electrical Equipment
  - Oil and Gas Field Equipment
12. Environmental Industries
13. Fish and Seafood Products
14. Forest Industries
15. Industrial Technologies
  - Agricultural Technology, Machinery and Equipment
  - Mining - Forestry - Pulp and Paper
  - Ocean and Marine Shipboard Technology
16. Information Technologies
17. Medical and Health-care Products
18. Minerals, Metals, Advanced Materials and Construction Products
19. Space
20. Tourism
21. Urban Transit and Rail

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.