

## **Team Canada Trade Missions**

- Team Canada trade missions represent a watershed in Canada's approach to international business development, demonstrating what can be achieved when governments and the private sector work together.
- They combine the efforts of the Prime Minister and other government leaders with business people to promote Canadian goods and services abroad. Participants range from exporters, young entrepreneurs and university deans to arts and culture and tourism promoters. Young people participated for the first time in 1997.
- Team Canada missions send a strong message to prospective partners that Canada is committed to doing business. They help build prestige and credibility for Canada, while assisting new exporters, particularly small and medium enterprises, position themselves in rapidly emerging markets where competition is fierce.
- The Prime Minister has led three Team Canada trade missions to Asia. The first was to China in November 1994; then to India, Pakistan, Indonesia and Malaysia in January 1996; and South Korea, the Philippines and Thailand in January 1997. The Prime Minister also led a major trade mission to Argentina, Chile and Brazil in January 1995.
- Team Canada trade missions will continue to be an important component of Canada's international business development efforts. Exports are vital to the Canadian economy — they now account for about 40 per cent of Canada's gross domestic product (GDP).

### **Highlights to Date**

- Team Canada missions have helped more than 1,000 companies from coast-to-coast gain access to government and private sector leaders in rapidly expanding markets.
- Canadian firms have concluded nearly 550 new business deals valued at \$22 billion during these missions. These included contracts and agreements in principle, such as memorandums of understanding.
- Surveys of Team Canada participants following the 1996 and 1997 missions indicated that the majority felt that the mission had added momentum to their business efforts and that their company had benefited from the overall profile of the mission. Over half of them thought the mission resulted in more leads than they had anticipated.