

Foreword

Exports represent more than 30 per cent of Canada's Gross National Product. Because international trade is so important to Canada, the need to create and maintain conditions that will be conducive to sustained growth of Canadian exports is today more important than ever. In response to this need, the Canadian Export Association is pleased to make available this EXPORT ROADMAP as a guide to the federal government services dedicated to supporting the efforts of Canadian exporters.

The Canadian Export Association is the only national business organization in Canada which is exclusively concerned with the enhancement and promotion of Canadian exports. It is this Association's intent that the EXPORT ROADMAP will be a useful source of information for present and potential Canadian exporters. It clarifies the points of contact to be made by Canadian exporters with trade expertise in the offices of various federal government departments and agencies, in Ottawa and across Canada, which play an important role in helping to expand Canada's export performance.

To help us produce this booklet, the Canadian Export Association drew upon the resources of the Department of Regional Industrial Expansion and the Department of External Affairs who generously made available several senior officers to collaborate on its preparation.

In the months to come the Association hopes to follow the publication of the EXPORT ROADMAP with similar documents which will provide a guide to the many provincial government services to exporters.

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