



MESSAGE FROM THE MINISTER FOR INTERNATIONAL TRADE

Canadian businesses are succeeding every day in international markets. Canada exports more on a per-capita basis than any country in the world. Exports continue to grow at an unprecedented rate, and now account for close to 40 per cent of our gross domestic product compared to 25 per cent five years ago.

Canadian Excellence chronicles the strength and competitiveness of Canada's capabilities in a number of sectors: transportation; energy and natural resources; telecommunications and information technologies; construction and building products; financial services; agri-food; environment; and education, arts and culture.

Canadian companies offer more than quality goods and services — they provide the willingness to adapt their goods and services to satisfy the needs of their customers, to transfer technology and to form strategic alliances. And most important, they can develop creative and lasting business partnerships.

Canada is not only a good business partner, it is an excellent place to invest. It possesses one of the most open and competitive business environments in the world and provides easy access to the large North American market. According to an independent study by the Canadian consulting firm KPMG, business operating costs are on average 6.7 per cent lower in Canada than in the United States. Of the seven industries studied, the Canadian advantage ranges from 5.5 per cent for telecommunications equipment to 10.5 per cent for software production.

I strongly encourage you to consider what you can achieve in your market by teaming up with Canadian companies. *Canadian Excellence* will give you a greater appreciation of Canada's know-how and expertise, and introduce you to the benefits of partnerships with Canadian firms.

All you need to do is contact one of our Canadian Trade Commissioners, working in more than 125 locations throughout the world. They can help you identify and contact potential Canadian partners, and assist you to meet your business goals. Let them put Canadian excellence to work for you!

The Honourable Art Eggleton
MINISTER FOR INTERNATIONAL TRADE

