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# News Release

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## GOVERNMENT STRENGTHENS TEAM CANADA AND CALLS FOR DOUBLING OF EXPORTERS

International Trade Minister Roy MacLaren, also speaking on behalf of Industry Minister John Manley, today announced new government-wide Team Canada initiatives aimed at building on Team Canada successes in international business development. He also challenged Team Canada members to double the number of active Canadian exporters by the year 2000.

"The Team Canada mission to China last year proved what we can achieve when governments and businesses work as a team. We must now emulate the Team Canada approach in all our international business development efforts," Mr. MacLaren told the annual convention of the Canadian Exporters Association in Fredericton, New Brunswick.

The initiatives are designed to strengthen planning of international business development activities by involving federal and provincial departments and businesses, setting up industry teams, improving the delivery of services, and providing companies and officials with the information and communications tools they need.

These initiatives include:

- **Canada's International Business Strategy.** A series of international business strategies spanning 23 industry sectors, each describing Canadian supply and global demand and how to match them, has been developed by the federal government in partnership with the private sector and the provinces.
- **National Sector Teams.** These teams, representing key public and private players in a particular sector, are being established to develop sectoral action plans to pursue international business more effectively.
- **Regional Trade Networks.** These networks, linking federal and provincial governments and agencies at the regional level, are pooling expertise and resources to provide more efficient services and information to business clients.
- **International Business Opportunities Centre.** This centre has been set up to quickly communicate business opportunities provided by Canadian trade commissioners abroad to capable Canadian firms.



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