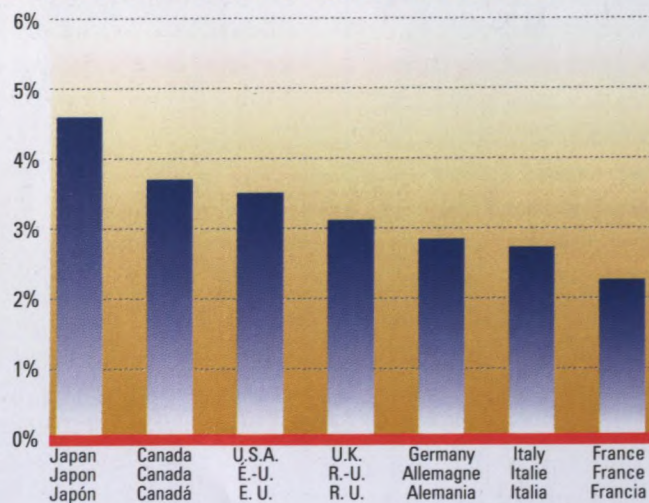


ALBERTA TOURISM

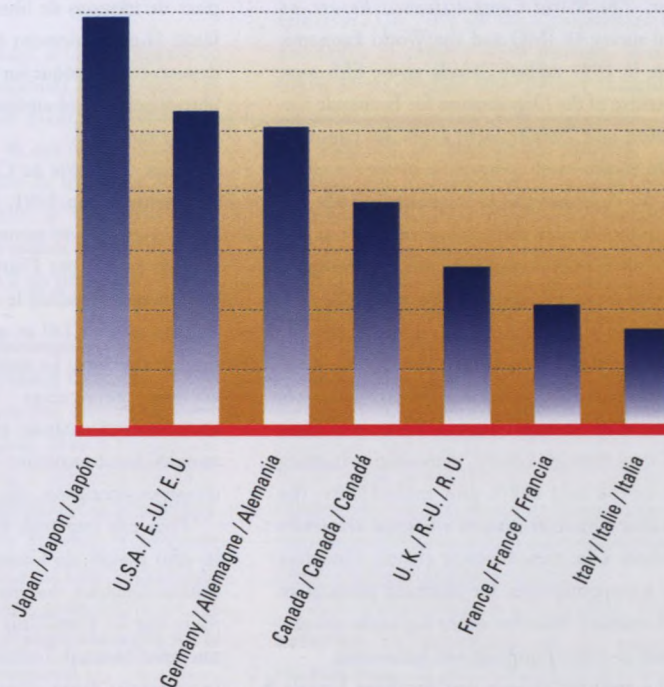
Average Annual Growth of Real GDP*, G-7 Countries, 1983-1990
Croissance annuelle moyenne de la P.I.B.* , pays du G-7, 1983-1990
Aumento medio anual de la PIB* real, paises del G-7, 1983-1990



*G.N.P. in the case of the United States, Japan, and Germany
 *P.N.B. pour les États-Unis, le Japon et l'Allemagne.
 *P.N.B. en el caso de Estados Unidos, Japón y Alemania

Source: Organization for Economic Cooperation and Development, OECD Economic Outlook #48 (Paris, December 1990).
 Source: Organisation de développement et de coopération économique, ODEE Perspectives économiques #48 (Paris, décembre 1990).
 Referencia: Organization for Economic Cooperation and Development, OECD Economic Outlook no #48 (Paris, diciembre 1990).

Competitiveness Ranking of the Seven Largest Industrialized Countries, 1991
Classement des sept pays les plus industrialisés par ordre de compétitivité, 1991
Orden de competitividad entre las siete naciones más industrializadas, 1991



Source: World Economic Forum and IMD, The World Competitiveness Report 1991 (Lausanne, Switzerland, 1991), p. 14.
 Source: World Economic Forum and IMD, The World Competitiveness Report 1991 (Lausanne, Suisse, 1991), p. 14.
 Referencia: World Economic Forum and IMD, The World Competitiveness Report 1991 (Lausanne, Suiza, 1991), p. 14

Industrial productivity is high, but it has been growing at a slower rate than that of some competitors. Investment in research and development (R & D) is weaker than many Canadians would like, even though Canada's tax treatment of R & D is more favourable than that of other industrialized countries, including the United States. Michael Wilson, Minister of Industry, Science and Technology and Minister for International Trade, points out that over the past 30 years Canada's job-creation rate has been the highest among the OECD nations, but, he adds, this performance must be maintained in an increasingly competitive global economy.

Going Global

Government policies are aimed at increasing the almost 30 % of Canada's gross domestic product that is derived from trade. Companies exporting from Canada can draw on the expertise of the federal Department of External Affairs and International Trade Canada. On the front line are the highly regarded trade commissioners, specialists located in trade centres in Canada and in Canadian embassies abroad. These officials promote companies to foreign customers, advise them on marketing channels, recommend participation in trade fairs, identify foreign firms to act as agents, and provide credit and business information.

Other initiatives include Ottawa's Going Global and Investment Development programs, broad strategies aimed at raising Canada's profile in three critical markets: the United States, the Asia-Pacific region, and Europe. Among the programs' components are increased funding for trade and investment promotion, language training, and a Canadian presence at trade fairs and missions.