

to pricing methods. It also contains listings for public agencies which offer personalized export counselling, and provides information on trade development programs designed to help Canadian firms break into foreign markets.

### **WHY WAS THIS PROGRAM DEVELOPED?**

This computer software package was developed as one component of the Government of Canada's Going Global Strategy — a five-year \$93.6 million package of initiatives aimed at increasing Canada's trade competitiveness. Going Global, a joint strategy of EAITC, Industry, Science and

Technology Canada, and Investment Canada, emphasizes expanding trade ties with the three global mega-markets of greatest importance to Canada now and in the future; these are the United States, the European Community, and the Asia-Pacific Rim.

The federal government sponsored the Going Global strategy because it realizes that the success of Canada's economic future depends on the success of individual Canadian exporters today. Initiatives, such as *Evaluating Your Export Readiness: A Step-by-Step Approach*, are aimed at strengthening export ventures at the grass roots level and assisting new exporters