

PREFACE

The *International Trade Business Plan* (ITBP) sets out the federal government's international trade, investment and technology acquisition strategies and activities. It is a one-stop, hands-on guide for Canadian firms looking to take part in international activities planned by all participating departments for the 1993-1994 fiscal year.

This is an interactive document. We will alter our planned program based on your interest, but we can do this only if we hear from you. We welcome your comments regarding the strategic priorities represented in these listings, as well as the individual events listed. Most important are your suggestions on how this plan could be made more useful to you.

HOW TO USE THE PLAN

- Identify the activity or activities in which you would like to participate from the list in your industry sector.
- Contact the government department or industry association at the phone number provided if you are interested in participating in that activity.
- If you just want more detailed information on a particular activity before making a decision, call INFOEXPORT at 1-800-267-8376.
- We will eliminate activities that don't generate sufficient interest, so don't depend on an activity taking place if you fail to let us know of your interest in it.

Some industry sectors lend themselves better than others to trade promotional activities. Government-led activities in the metals and minerals and chemicals sectors, for example, concentrate on resolving market access, market information and trade flow issues with foreign governments and other major world players. The ITBP has listed such activities when they include substantial direct private sector participation, such as in commodities' study groups. Companies interested in participating can obtain more information by calling the contact number listed beside the activity.

Acknowledgements

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GLOSSARY

ACOA	Atlantic Canada Opportunities Agency
ADISQ	Association québécoise de l'industrie du disque, du spectacle et de la vidéo
AECB	Association for the Export of Canadian Books
AGCAN	Agriculture Canada
BCWS	B.C. Wood Specialties Group
CBEF	Canadian Beef Exporters Federation
CCC	Canola Council of Canada
CDA	Canadian Dehydrators Association
CIRPA	Canadian Independent Record Producers Association
CLEA	Canadian Livestock Exporters Association
CPI	Canada Pork International
DND	Department of National Defence
DOC	Department of Communications
EAITC	External Affairs and International Trade Canada
EMRC	Energy, Mines and Resources Canada
ENVCAN	Environment Canada
INVCAN	Investment Canada
ISTC	Industry, Science and Technology Canada
MEDT	Ministry of Economic Development and Trade (Government of Ontario)
POCAN	Potatoes Canada
PSBA	Purebred Swine Breeders Association
WBANA	Wild Blueberries Association of North America
WED	Western Economic Diversification