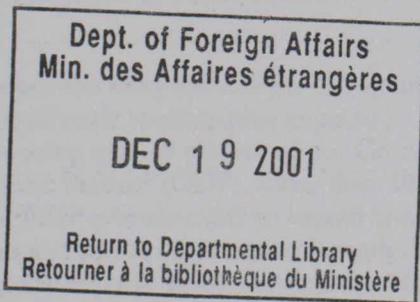


At no time has the Government of Canada been better positioned to offer the business community such comprehensive, strategically coordinated services and program support for international business development as today. As of mid-1999, twenty federal government departments and agencies have joined Team Canada Inc. This partnership will continue to expand as more organizations and departments recognize the benefits of the economies of scale and enhanced recognition that come from working together and marketing single-window access for the business community.

This is the second annual business plan for the Government of Canada's international business development activities. It sets out our trade and investment promotion initiatives for the next three years; our plan for consolidating these efforts for maximum impact; and our planned expansion of the partnership. We are working with the provinces and the private sector to continue finding new ways to use diminished resources wisely, harness our collective strengths, reduce overlap, set priorities, improve market intelligence and sourcing systems, and simplify program and service delivery. This will benefit all businesses, large and small, and Canadians.

The Team Canada approach to international development recognizes that more Canadian businesses will benefit from a trade and investment promotion approach that is less complicated, better coordinated and more accountable. Resources are too scarce, and the global economy too competitive, for service providers to be competing with one another for clients. Instead, we must collaborate to get the right information, service and support to businesses; and we must do it as quickly and efficiently as possible, in a direct, straightforward and easy-access manner. This document details how we intend to achieve these objectives and how we will measure and report on our progress.

Our trade and investment promotion efforts are a critically important element in building Canada's capacity to take full advantage of a rapidly changing global economy. We urge you to review this document, and fax any comments to the Team Canada Inc Secretariat at (613) 944-0120. The document is also available electronically at <http://exportsource.gc.ca>. Businesses looking for more information on the programs and services offered through Team Canada Inc can call 1-888-811-1119.



Honourable Pierre S. Pettigrew  
Minister for International Trade

Honourable John Manley  
Minister of Industry

Honourable Lyle Vanclief  
Minister of Agriculture and Agri-Food