

Outreach and Awareness

DFAIT personnel on duty in Canada and overseas work closely with other Team Canada partners to increase the awareness of Chinese trade opportunities and improve knowledge of Chinese business practices and culture.

Trade Promotion Events

DFAIT will continue to co-operate with other government departments, the provinces and territories, and business through the annual CIBS process to plan and organize appropriate incoming and outgoing business missions, trade show participation, market or technology seminars and other trade promotion activities. The government commitment to focus limited resources will favour events in priority sectors that most effectively promote matchmaking and the acquisition of market intelligence and that involve cost sharing or cost recovery.

All CIBS activities that have been accepted are added to the CIBS Compendium, a list of current international business development activities kept evergreen by co-ordinators in federal departments and in the provinces and territories. The CIBS Compendium is available on the Internet at the following address: <http://www.dfait-maeci.gc.ca>

Improving the Action Plan: Your Suggestions Welcome!

The China and Hong Kong Trade Action Plan will be revised on an annual basis, in consultation with all stakeholders, to reflect the evolution of the market and incorporate adjustments to the trade development

strategy. A questionnaire is included at the end of this publication to invite comments on how to improve the trade promotion program for China and Hong Kong.