

News Release

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MACLAREN RELEASES CANADA'S EXPORT STRATEGY FOR 1995-96

The Honourable Roy MacLaren, Minister for International Trade, today released Canada's Export Strategy for 1995-96. Known as the *International Trade Business Plan* (ITBP), the document lays out government strategies and activities in support of international business development.

The ITBP is prepared by the Department of Foreign Affairs and International Trade in partnership with Industry Canada, Agriculture and Agri-Food Canada and other federal departments and agencies, as well as the provinces and industry. The plan reflects the consensus reached by the various partners in a year-long consultation process.

"This Business Plan is more than just a document; it is a process that makes government more efficient and focussed in the delivery of Canada's export strategies and activities," Mr. MacLaren said. "At the same time, it enables the private sector to influence the development of those strategies and become involved in the proposed activities."

The ITBP is designed to strengthen the connection between global demand and Canadian supply capability. It also provides links between trade development, trade policy, investment development, and technology transfer, each of which is essential to Canada's success in international markets.

"Canadians must seek and win new business in markets around the world. Our prosperity and standard of living depend on our ability to sell competitive products and services abroad, attract international investment, and acquire global leading-edge technologies," Mr. MacLaren noted.

The priorities identified in the ITBP are premised on four broad objectives: diversifying Canada's trade, technology and investment relations beyond traditional markets; building



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stronger partnerships with the private sector; encouraging more Canadian small and medium-sized enterprises to become active traders; and improving co-ordination of federal and provincial international business development programs and activities.

The documents that make up the ITBP contain three elements: an overview, a series of industry sector strategies, and accompanying lists of planned international activities.

"The ITBP is not a static document; it is a dynamic ongoing process that draws its strength and value from private-sector as well as provincial input," Mr. MacLaren concluded. "It depends on, and is only as good as, that input. I therefore invite business people to provide further comments on the plans and priorities outlined in this Business Plan."

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For further information, media representatives may contact:

Media Relations Office
Department of Foreign Affairs and International Trade
(613) 995-1874

Copies of the *International Trade Business Plan Overview*, or the *Industry Sector Strategies*, can be obtained from:

InfoCentre
Department of Foreign Affairs and International Trade
1-800-267-8376

Backgrounder

CANADA'S EXPORT STRATEGY FOR 1995-96

The *International Trade Business Plan* (ITBP) aims to develop and co-ordinate the federal government's international business strategies, priorities and activities in partnership with the provinces and the private sector. The ITBP is published annually and represents government-industry consensus on international business development priorities.

THE ITBP SERVES TWO PURPOSES:

- **A Tool for Business:** The ITBP provides a mechanism by which companies can influence the government's international business development strategies and priorities. It can also help individual firms develop their own international business strategies.

The Overview provides companies with a handbook on the government's international trade policy, business development and geographic priorities.

The sector strategies, in turn, provide detail on trade priorities within each of 23 key industry sectors, together with relevant contact names and numbers. Sector activity lists accompanying the strategies also include contact names and numbers, dates, and brief activity descriptions. Companies interested in a particular activity or event can therefore be made aware of an activity before it takes place and can call the contact listed for more information.

- **A Tool for Government:** The ITBP focusses governmental international business development strategies on markets offering the greatest export opportunities. It also reduces overlap and duplication between governments and enhances the effectiveness of governmental international initiatives.

THE ITBP IS MADE UP OF THREE COMPONENTS:

- **Overview:** The ITBP Overview provides the broad context for the individual industry sector strategies detailed in the Plan. It comprises four elements: a *Strategic Overview* summarizing the Government's main trade policy and international business development objectives; a *Geographic Overview* identifying opportunities, challenges and priorities by geographic region; a list of *Cross-sectoral Activities* to be undertaken in support of international business development; and the addresses of the *Canada Business Service Centres*.

- **Industry Sector Strategies:** The main component of the ITBP consists of 23 individual sector profiles that detail how the Government will work with industry to take advantage of emerging global trade, technology and investment opportunities. Each strategy provides a summary of international business development priorities for the given sector and is the result of close consultation with the private sector.

- **International Activities:** A list of international activities is appended to each sector strategy. These lists are the product of government-industry consultation and represent the specific activities governments intend to sponsor in support of each sector strategy. Canadian companies are invited to participate in these events and are encouraged to contact the listed department or agency for details.