
News Release

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GOVERNMENT STRENGTHENS TEAM CANADA AND CALLS FOR DOUBLING OF EXPORTERS

International Trade Minister Roy MacLaren, also speaking on behalf of Industry Minister John Manley, today announced new government-wide Team Canada initiatives aimed at building on Team Canada successes in international business development. He also challenged Team Canada members to double the number of active Canadian exporters by the year 2000.

"The Team Canada mission to China last year proved what we can achieve when governments and businesses work as a team. We must now emulate the Team Canada approach in all our international business development efforts," Mr. MacLaren told the annual convention of the Canadian Exporters Association in Fredericton, New Brunswick.

The initiatives are designed to strengthen planning of international business development activities by involving federal and provincial departments and businesses, setting up industry teams, improving the delivery of services, and providing companies and officials with the information and communications tools they need.

These initiatives include:

- **Canada's International Business Strategy.** A series of international business strategies spanning 23 industry sectors, each describing Canadian supply and global demand and how to match them, has been developed by the federal government in partnership with the private sector and the provinces.
- **National Sector Teams.** These teams, representing key public and private players in a particular sector, are being established to develop sectoral action plans to pursue international business more effectively.
- **Regional Trade Networks.** These networks, linking federal and provincial governments and agencies at the regional level, are pooling expertise and resources to provide more efficient services and information to business clients.
- **International Business Opportunities Centre.** This centre has been set up to quickly communicate business opportunities provided by Canadian trade commissioners abroad to capable Canadian firms.



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As well, other improvements are under way, including new information and market intelligence tools, common program guidelines for financial support to smaller firms, and a coordinated effort to assist exporters when they need concerted government support to compete abroad.

The new initiatives are a direct response to private sector recommendations calling for governments to provide better services to exporters domestically and globally, to set priorities and better allocate resources, to focus programs and to provide national leadership to Team Canada.

In unveiling the Team Canada logo, Mr. MacLaren called on Team Canada to work as partners to double the number of active exporters by the year 2000, penetrate new markets and diversify export successes in more industry sectors. Currently, 100 companies are responsible for half of all our exports, while 9000 companies are responsible for 93 per cent of our exports.

The logo (copy attached) features a stylized maple leaf enveloping a globe, with 12 smaller maple leaves - representing the 10 provinces and two territories. Mr. MacLaren invited all Team Canada members to use it at future Team Canada events in Canada and abroad.

"The Team Canada approach has been and continues to be a winning strategy for Canada," Mr. MacLaren said. "Through these networks and teams, we will help turn this country into a nation of traders."

"The public and private sectors are working in the Team Canada partnership to ensure Canadian companies respond to global business opportunities," said Mr. Manley, who is in Geneva leading a delegation of over 60 companies to TELECOM 95. "Preparing Canadian companies for exporting, and participating at events like TELECOM 95 are examples of how the Team Canada partnership works."

These initiatives represent an important milestone in the bilateral action plans between the federal and provincial governments aimed at improving the efficiency of the federation. First ministers launched this initiative at their meeting in December 1993. Formal action plans were signed later.

- 30 -

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Backgrounder

TEAM CANADA INITIATIVES

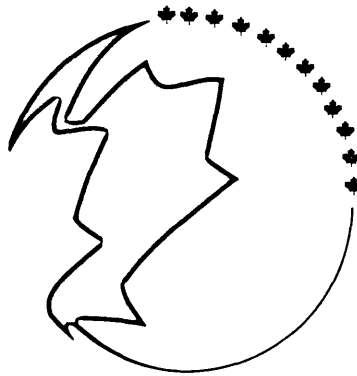
International business is key to furthering economic growth and creating jobs for Canadians. It has been estimated that every \$1 billion increase in export sales generates about 11 000 new jobs in Canada.

To serve business more effectively, the Government is pursuing new approaches, based on a Team Canada partnership with the provinces and the private sector. These are designed to put in place better and more efficient international business development services and activities.

These include:

- **Canada's International Business Strategy (CIBS):** The CIBS is the centrepiece of the federal government's commitment to a Team Canada partnership with the private sector and the provinces – a partnership based on developing winning strategies in 23 key industry sectors. For each of these sectors, the strategy describes Canadian supply and global demand and how to match them. Each sector strategy lays out what the partners have agreed to do to maximize Canada's international business success.
- **National Sector Teams:** National Sector Teams, representing all the main public and private groups in a particular industry sector, are being set up to develop public and private strategies for export success and action plans to expand success and strengthen trade, investment and technology linkages among firms in related lines of business.
- **Regional Trade Networks:** Responding to requests from business for more efficient service from all levels of government, regional trade networks are being set up linking federal and provincial governments and agencies across the country. The aim is to pool expertise and resources to offer information on business and sales opportunities abroad, names of contacts at home and abroad, export counselling and preparation, and expertise on export markets and financing.
- **International Business Opportunities Centre:** The Centre has been set up to match business leads provided by Canadian missions abroad with Canadian firms, particularly small and medium-sized companies. It is a joint venture of Industry Canada and the Department of Foreign Affairs and International Trade. It uses electronic data bases and networks of contacts in government departments to seek out interested Canadian firms.

- **Other initiatives:** The Department of Foreign Affairs and International Trade and Industry Canada are combining efforts on market intelligence and information to produce electronic tools designed to help Canadian companies in the export market. As well, common program guidelines have been established to apply across the government, focussing financial support on smaller firms. In addition, a co-ordinated approach to assist exporters when they need concerted government support to compete abroad is being developed.



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