



news release

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MACLAREN AND MANLEY LAUNCH THE 1994-95 INTERNATIONAL TRADE BUSINESS PLAN

Minister for International Trade Roy MacLaren and Minister of Industry John Manley today launched simultaneously in Toronto and Montréal Canada's International Trade Business Plan (ITBP) for 1994-95.

The ITBP is the federal government's consolidated strategy and action plan designed to assist Canadian firms in their pursuit of international business. It was developed in consultation with the private sector across Canada. Provincial governments were also invited to provide input.

"The high costs of doing business in today's global economy call for clear priorities, sound and well-executed business development strategies, flexibility to meet changing circumstances and better management of financial and human resources by both the private and public sectors," Mr. MacLaren said in Toronto. "This Business Plan supports these goals."

The Government's approach to international business development will build on three broad objectives: greater partnership between public and private sectors; expanded trade participation of export-ready firms, especially small and medium-sized firms; and increased diversification of Canada's trade relations.

"There is a need for more small businesses to become involved in international trade," commented Mr. Manley in Montréal. "The International Trade Business Plan is one of the ways we can help them take advantage of export opportunities."

This year's ITBP is more streamlined than in the past, consisting of a Strategic Overview complemented by individual sector-specific strategies.

The launch in both cities took place in close co-operation with leaders of the Canadian Exporters' Association, the Canadian and Quebec Chambers of Commerce and the Canadian and Quebec Manufacturers' Associations, as well as private-sector executives and Ontario and Quebec ministers and senior officials.

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For further information, media representatives may contact:

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

or

Bill Milliken
Press Secretary
Minister's Office, Industry Canada
(613) 995-9001

BACKGROUNDER

Canada's International Trade Business Plan is made up of three components: a Strategic Overview, a series of industry sector strategies, and an accompanying series of international activities lists.

The three main objectives of the plan are threefold:

- to strengthen the link between global opportunities and the supply of capabilities of Canadian industry;
- to bring greater coordination to federal (and increasingly provincial) international business development strategies, priorities and activities to ensure that public resources are utilized as efficiently as possible; and
- to ensure that federal international business development strategies and activities reflect the real needs of Canadian industry.

Available industry sector strategies (and activities) include:

1. Advanced Manufacturing Technologies
2. Aeronautics
3. Agri-Food Products
4. Arts and Cultural Industries
5. Automotive
6. Biotechnologies
7. Business and Professional Services
8. Chemicals and Plastics
 - Chemicals and Petrochemicals
 - Plastics and Polymer Products
9. Consumer Products
 - Apparel Industry
 - Business and Institutional Footwear
 - Footwear
 - Hardware and Housewares
 - Household Furniture
 - Sporting Goods (including recreational watercraft)
 - Textiles
10. Defence and Related Products
 - Aviation, Marine and Defence Electronics
 - Marine and Land Defense Systems
11. Electrical and Energy Equipment
 - Electrical Equipment
 - Oil and Gas Field Equipment
12. Environmental Industries
13. Fish and Seafood Products
14. Forest Industries
15. Industrial Technologies
 - Agricultural Technology, Machinery and Equipment
 - Mining - Forestry - Pulp and Paper
 - Ocean and Marine Shipboard Technology
16. Information Technologies
17. Medical and Health-care Products
18. Minerals, Metals, Advanced Materials and Construction Products
19. Space
20. Tourism
21. Urban Transit and Rail

For information on how to receive additional copies of the Strategic Overview, or copies of industry sector strategies and international lists, please call: 1-800-267-8376.