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**Aboriginal Products,  
Services and Technologies**

# Canada's International Business Strategy

**1996-1997**



Team Canada • Équipe Canada



# Canada's International Business Strategy

is made up of an **Overview** highlighting Canada's international business development priorities, and a series of **Industry Sector Strategies**, which include lists of planned international activities.

The following documents are available:

- |  |   |
|--|---|
| Overview   | 14. Forest Industries   |
| 1. Advanced Manufacturing Technologies             | 15. Information Technologies and Telecommunications                 |
| 2. Aerospace and Defence                           | <i>Overview</i>   |
| 3. Agriculture, Food and Beverages                 | <i>Telecommunications Equipment and Services</i>                    |
| 4. Arts and Cultural Industries                    | <i>Software Products, Computer Services and New Media</i>           |
| 5. Automotive                                      | <i>Geomatics</i>  |
| 6. Bio-Industries                                  | <i>Computers, Peripherals and Instrumentation</i>                   |
| 7. Business, Professional and Educational Services | <i>Electronic Components</i>  |
| 8. Chemicals, Plastics and Advanced Materials      | 16. Medical and Health-care Products and Services                   |
| 9. Construction Products and Services              | <i>Medical Devices</i>  |
| 10. Consumer Products                              | <i>Pharmaceuticals</i>  |
| <i>Apparel</i>                                     | <i>Health-care Services</i>   |
| <i>Textiles</i>                                    | 17. Metals, Minerals and Related Equipment, Services and Technology |
| <i>Footwear</i>                                    | 18. Oil and Gas Products and Energy Equipment                       |
| <i>Sporting Goods</i>                              | 19. Resource Equipment and Technology                               |
| <i>Pleasure Boats and Equipment</i>                | <i>Agricultural Technology, Machinery and Equipment</i>             |
| <i>Tools, Hardware and Housewares</i>              | <i>Ocean and Marine Shipboard Technology</i>                        |
| <i>Residential Furniture</i>                       | 20. Space   |
| <i>Business and Institutional Furniture</i>        | 21. Tourism   |
| <i>Giftware and Crafts</i>                         | 22. Urban Transit and Rail Equipment                                |
| 11. Electrical Power Equipment and Services        |   |
| 12. Environmental Industry                         |   |
| 13. Fish and Seafood Products                      |   |

**For information on how to receive the Overview, or additional Industry Sector Strategies, please call: 1-800-267-8376.**

*All monetary figures in this document are expressed in Canadian dollars unless otherwise indicated.*

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*Aussi disponible en français sous le titre Produits, services et technologies autochtones.*



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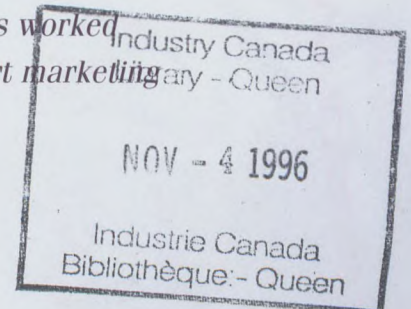
**T**his is the first year that the Canadian International Business Strategy includes a chapter on Aboriginal products, services and technologies.

In its current form, this strategy incorporates the results of discussions with and surveys of a wide range of Aboriginal-owned businesses and initial discussions with federal, provincial and territorial governments.

As this chapter is very much a "work in progress," it will benefit from further discussions with Aboriginal businesses and government officials. These discussions will take place in the context of an Aboriginal National Sector Team, to be composed of federal and provincial government officials and a series of subsector teams including Aboriginal business people and government representatives. These teams are in the process of being formed, and it is expected that all will have begun work by the end of September 1996.

In 1994, Aboriginal Business Canada (ABC), an Industry Canada program with a mandate to support Aboriginal business development, organized a round table with 40 Aboriginal business leaders to elicit their views on developing approaches to support market expansion and export trade. The discussions indicated the need for a special focus to encourage successful Aboriginal companies to access international trade opportunities. In 1995, ABC launched the Aboriginal Trade and Market Expansion Initiative to help successful Aboriginal companies expand their markets domestically and abroad. As a follow-up to the original round table, a study was carried out to establish an inventory of Aboriginal export-active, export-ready and export-capable companies. The study identified the needs of Aboriginal exporters and gaps in the trade development effort. ABC, in collaboration with the Department of Foreign Affairs and International Trade (DFAIT) and the Department of Indian Affairs and Northern Development (DIAND), participated in NEXOS and the Frankfurt Fall Fair with Aboriginal exporters of arts and crafts.

During the last half of 1995 and early 1996, ABC, DFAIT, DIAND, Heritage Canada and others at the federal, provincial and territorial levels worked with a number of export-ready companies to participate in export marketing missions, promotion and training.









## Sector Definition

Aboriginal companies fall into many of the specific categories commonly used to segment industries. Aboriginal-owned companies have considerable potential to develop international markets and promote Canadian exports. A significant 43 percent of Aboriginal export companies started exporting only during the last five years. This shows their real growth potential. The Aboriginal export sector is defined by the following characteristics:

First, it is composed of a relatively small number (about 100) of active exporters and "export ready" companies owned either by Aboriginal communities or by individual Aboriginal people, living on- or off-reserve. Aboriginal peoples include Indian, Métis and Inuit people. Second, it divides into two broad categories of companies:

- those that produce products with a Canadian Aboriginal cultural element to them (e.g. arts and crafts, music, tourism, environmental and resource industry consulting); and
- those whose products could as well be produced by any other Canadian company, regardless of ownership (e.g. computer software, engines or peat moss).

Finally, a number of products and services offered by active Aboriginal exporters occupy unique international market niches and have considerable potential for further trade development.

## Canadian Position

*"A strong faith in the growing export activity seems to be real in Aboriginal entrepreneurship."*

The Aboriginal-owned business sector is in the process of changing from one characterized by many small, locally focussed businesses, principally meeting the needs of individual Aboriginal communities, to a sector that includes a significant number of larger businesses, focussing on the needs of a much broader community and international markets. Currently, there are some 17 500 small Aboriginal businesses and about 500 larger ones. At the leading edge of this latter group are some 100+ businesses that have recently entered the export field. This Aboriginal presence in export markets is a relatively recent phenomenon. As mentioned, a high percentage of these companies only began exporting after 1990, and less than 20 percent of these companies exported before 1980. The underlying forces driving this increase in export activity in part relate to growing international markets for traditional products. But as only about 25 percent of exports could reasonably be considered as "traditional," a stronger factor seems to be the rise of Aboriginal entrepreneurship.

About 5000 people are employed by these firms and, in 1993, they generated approximately \$185 million in revenues. This group of companies has considerable unrealized potential in the trade area, and has not been the subject of a consistent focus from the promotional perspective. Aboriginal exporters sell products covering over 30 Standard Industrial Classification codes. The following are a few examples of successful exporters.

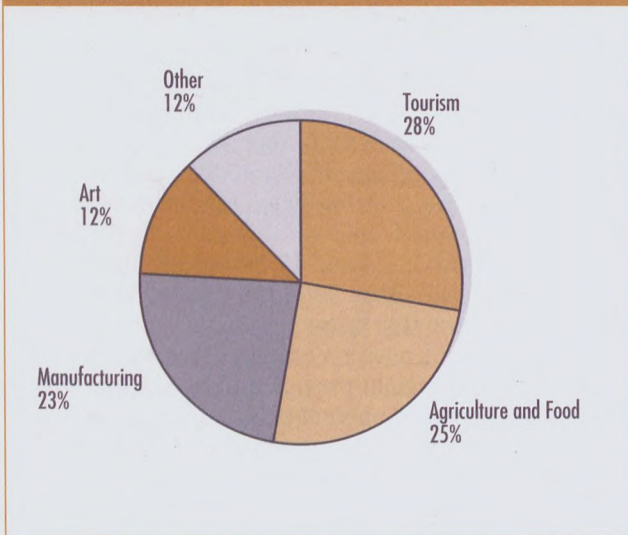
Table 1  
Size Profile of Aboriginal Businesses (Sales)

Under \$100,000	23%
\$100 000 - \$249 000	17%
\$250 000 - \$499 000	15%
\$500 000 - \$999 000	22%
\$1 million to \$5 million	15%
Over \$5 million	5%

Source: Statistics Canada (1993)



**Figure 1**  
Aboriginal Companies - Areas of Export Activity



Canada that are engaged in export activity, as identified in a recent study.

These companies are active in four sectors and a residual category, as indicated in Figure 1.

The location of these export-oriented Aboriginal firms reflects the wide geographical dispersion of Aboriginal business in general (see Figure 2).

Aboriginal exporters have significantly increased the value of their exports from a base of an estimated \$5 million in 1970 to the current level of about \$80 million. While detailed market forecasts have not been compiled, ABC estimates that Aboriginal businesses will increase the value of their exports by between 15 percent and 20 percent annually for the next five years.

About 65 percent of these exporters sell mainly into the United States market. Germany is the largest European destination for Aboriginal exports, and some 15 percent of exporters sell to this market. The European market, taken as a whole, is accessed by about 80 percent of exporters.

**Arctic Co-operatives Ltd.**, based in Winnipeg, exports Inuit soapstone arts and crafts and carvings worldwide.

**Sweet Grass Records Inc.**, of Saskatoon, exports traditional Aboriginal music on cassette and compact disk.

**MEC Systems International Inc.**, of Sardis, British Columbia, exports pollution-control equipment to more than 40 countries. It manufactures innovative high-pressure cooling, humidifying and fogging equipment used to control smoke, dust and odour. These devices are sold to a variety of industries.

**Hard Suits Inc.** from North Vancouver, an ISO 9002-rated company, provides diving support to the offshore oil and gas industry and exports atmospheric diving suits to a number of industrialized companies.

The chart above shows the approximate size profile of Aboriginal businesses in

**Figure 2**  
Location of Aboriginal Exporters





Recent surveys of exporters indicate that the United States, Germany and Japan have been singled out as areas of special interest for specific export efforts during the next few years. In the area of Indigenous-to-Indigenous trade and economic co-operation, market opportunities appear to exist in Central America and Melanesia.

Many First Nations are in the process of negotiating with Fisheries and Oceans Canada for full jurisdiction, management rights and control on traditional lands and waters adjacent to them. Thus, there is likely to be increased business and involvement by Aboriginal people in the international fish trade.

While there were some 18 000 Aboriginal businesses in existence in the early 1990s, a survey done in 1991 (The Aboriginal Peoples Survey compiled by Statistics Canada) indicated that a further 34 000 individuals have said that they want to get into their own business within two years. Thus, there is potential for growth in exports from the current group of relatively new exporters as well as from a growing number of new firms that are following behind and learning from these first-generation exporters.

The market potential for Aboriginal products, services and technology has been recognized by the Canadian government. In February 1995, the Aboriginal Trade and Market Expansion Initiative was announced by Industry Canada (IC) as a way to support Aboriginal firms in expanding their markets domestically and outside of Canada. ABC is the focal point for this initiative designed "to make sure that Aboriginal companies build on their successes in local and domestic markets."

## International Environment

The international environment facing those Aboriginal businesses that produce goods and services with no specific Aboriginal "traditional" content is little different from that facing other exporters, and has been addressed in other sector-specific plans.

The following five points characterize the current international market situation as it pertains to products and services that are both

produced by Aboriginal companies and that can readily be identified as such (i.e. arts, crafts, cultural products and tourism products).

- Canadian companies have a very small share of this market that is largely dominated by U.S. companies. A notable exception to this are some types of Inuit art.
- Much of this low level of market penetration is due to the lack of international awareness of Canadian-made products. This, in turn, reflects the lack of attention that potential Canadian exporters have paid to it.
- The market is highly differentiated and includes trade in cultural products, trade and economic co-operation among Indigenous people, and international trade in products from the Canadian Arctic.
- These niche markets are significant and growing as international interest, particularly from Europe (principally Germany) and Japan, in things "Aboriginal" is only very gradually being translated into the consumption of Canadian goods and services.
- The beginnings of international growth in market awareness and interest in Canadian Aboriginal products and services is being aided by a growing consciousness of the contributions that Indigenous make to the world, notably in the area of environmentally sustainable economic development. One example of this is the 1993 United Nations General Assembly resolution declaring an "International Decade of the World's Indigenous Peoples." Of specific importance here is increased international interest in promoting economic co-operation with Aboriginal peoples, and the development of a series of measures to improve the overall quality of life for these peoples.

Other examples include efforts by the Organization of American States to develop a declaration on the rights of Indigenous people and a program to support their trade initiatives, the World Bank consultations on a new Indigenous policy, the mention in the Miami Summit Declaration of Indigenous people, and linking by the United Nations Conference on the Environment of biodiversity with the need to respect, preserve and maintain knowledge, innovations and practices of Indigenous and local communities.



## Main Challenges

In general, Aboriginal companies face two types of challenges: those that are common to small business in general, and those that are particular to Aboriginal-owned businesses.

Aboriginal companies face the following challenges that are common to virtually all small businesses in Canada:

- difficulty in accessing debt and investment capital;
- need to deepen and broaden management skills as growth occurs;
- need to analyse markets, develop strategies and tactics and take action to penetrate these markets effectively; and
- need to apply appropriate technologies and use information strategically.

Further, Aboriginal firms face the following challenges that arise because they are Aboriginal-owned:

- lack of an equity base caused by low levels of income;
- legal restrictions that prevent First Nations from using reserve lands as collateral for loans;
- limited access to financial institutions;
- lack of a track record in business and the “thin” skill base resulting from the newness of many Aboriginal enterprises;
- considerable distance from markets, suppliers and institutions that provide market, financial, accounting and other support institutions;
- less-developed infrastructure resulting in part from the small size of communities and a lack of income; and
- lack of recognition as an identifiable product grouping.

In addition, there is a second dimension to the challenges listed above, which relates to the specific types of products and services that Aboriginal companies offer.

## Aboriginal Companies (Traditional Products)

Aboriginal firms producing arts and crafts and other “traditional” products face unique challenges. These include:

- identifying and developing small international niche markets for traditional products and services;
- being a small company trying to build up and service many small and geographically dispersed markets; and
- building up a distribution network for small new exporters of traditional products, which demands both product samples and a background on the cultural significance of these products.

## Aboriginal Companies (Non-Traditional Products)

Different challenges face those Aboriginal firms that sell non-traditional products such as engines, peat moss, curling brooms, etc. These include:

- gaining a sufficient track record, critical mass of sales, finance, management expertise and credibility to enter the export support system provided to “mainstream” Canadian exporters; and
- overcoming the lack of awareness of the contribution that Aboriginal businesses can make to the Team Canada<sup>1</sup> export effort.

## Strategic Direction

### Strategic Goal

The Government’s key goal is to help Aboriginal exporters and potential exporters to compete effectively and capture international markets, both as an integral part of the broader Team Canada effort, and as a sector in its own right that is increasingly making a unique contribution to the trade initiative.

<sup>1</sup> To service business more effectively, the Government is pursuing new approaches, based on a Team Canada partnership with the provinces and the private sector, to help Canadian enterprises compete internationally.



## Key Strategies

To achieve this goal, a comprehensive strategy is being developed to promote the development and competitiveness of Aboriginal-owned businesses in international markets. This is the core of ABC's *Aboriginal Trade and Market Expansion Initiative*, which is being implemented in conjunction with Aboriginal firms, federal departments, provinces and territorial governments.

The overall strategy being developed has a general component to it as well as two sector-specific components devised to deal with two rather different types of Aboriginal businesses.

## General Elements

The general elements of the strategy are as follows:

- continue to identify existing and prospective exporters;
- ensure that they are aware of opportunities and encourage them to take advantage of such leads;
- bridge gaps where necessary in areas such as specific company weaknesses, requirements for business and marketing plans, financing needs, consulting needs, export advice and referrals;
- create increased awareness in the private and public sectors of Aboriginal export capabilities;
- stream clients into existing trade services offered by the federal, provincial and territorial governments and private sector organizations; and
- in partnership with Aboriginal producers, examine the feasibility of developing an "Indigenous trade mark" to facilitate international recognition of high-quality, authentic Canadian Aboriginal products.

ABC has compiled a database of over 100 Aboriginal exporters active in a number of economic sectors. The *Aboriginal Export and Trade Directory* provides information on a company-by-company basis, and is organized sectorally. Contact details are included, as are industrial categories and areas of export interest. The Directory is intended to act as a ready reference and source book for business and government, and will be launched in partnership with the Alliance of Manufacturers and Exporters Canada.

ABC is helping to register 100 export active and export-ready companies on the WIN database. ABC will also help them to register with the Canadian Company Capabilities database in Industry Canada's business website "Strategis."

Training videos will profile success stories of six Aboriginal exporters active in tourism, clothing, communications and manufacturing.

Twenty-five Aboriginal companies will be linked through the Internet to help them access international markets and to market their products.

## Sector-Specific Activities

As previously explained, Aboriginal exporters can be divided into two groups for promotion and support purposes. First are those companies that export products and services considered "traditional" in nature. These include sculpture, art, craft work and tourism. The second group offers goods and services that could be produced by any Canadian company irrespective of ownership, and whose products are not inherently based on culture.

Activity	Location	Dept.	Contact
Exporter profiles	Toronto	IC	416-973-2212
Training videos	Toronto	IC	416-973-2212
Internet linkages	Toronto	IC/DIAND	416-973-2212/819-953-1015
WIN/Strategis	Toronto	IC	416-973-2212
Export/Trade Directory	Toronto	IC	416-973-2212
Training Workshops	Toronto	IC	416-973-2212



Activity	Date	Location	Dept.	Contact
Aboriginal Craft NEBS Mission	Apr/96	Denver	DFAIT	613-944-9479
Giftware and Craft NEBS Mission	May/96	Boston	DFAIT	613-944-9479
Inuit Art Mission	May/96	Detroit	DFAIT	613-944-9479
Seminar Aboriginal Crafts	May/96	Vancouver	DFAIT	613-944-9479
Newsletter Mailing	May/96		DFAIT	613-944-9479
Sector team start up	June/96	Toronto	IC	416-973-2212
Canadian Inuit Art Exhibition	Jul/96	Atlanta	DFAIT	613-944-9479
TENDENCE '96	Aug/96	Frankfurt	IC(ABC)/DFAIT/ DIAND	416-973-6988
Agent Partnering Mission	Aug/96	Atlanta	DFAIT	613-944-9479
U.S. Buyers Mission to Atlantic Craft Trade Show	Sept/96	Halifax	DFAIT	613-944-9479
First Nations Craft Partnering	Sept/96	Chicago	DFAIT	613-944-9479
Seminar at the Atlantic Craft Trade Show	Sept/96	Halifax	DFAIT	613-944-9479
SOFA International Art Fair	Nov/96	Chicago	DFAIT	613-944-9479
Inuit Art Partnering Mission	Nov/96	Chicago	DFAIT	613-944-9479
Inuit Art International Mission	Dec/96	Chicago	DFAIT	613-944-9479
Midwest Giftware Marketing	Dec/96	Chicago	DFAIT	613-944-9479
Agent Partnering Mission	Jan/97	Chicago/ Kansas City	DFAIT	613-944-9479
U.S. Buyers Mission to Toronto Gift Show	Feb/97	Toronto	DFAIT	613-944-9479
Agent Partnering Giftware	Feb/97	Chicago	DFAIT	613-944-9479
Seminar Giftware and Crafts Toronto Gift Show	Feb/97	Toronto	DFAIT	613-944-9479
Agent Partnering Mission	Mar/97	Boston	DFAIT	613-944-9479
Giftware/Craft Rep Locator, Catalogue	Mar/97	Minneapolis	DFAIT	613-944-9479
Market Opportunities Update	Mar/97	Atlanta/ Chicago/Boston	DFAIT	613-944-9479
Directory of Aboriginal Artists	96/97	N/A	DIAND	819-953-1015
Arts & Crafts Internet Catalogue	96/97	N/A	ABC/DIAND	819-953-1015
Arts & Crafts Business Profile	96/97	N/A	DIAND	819-953-1015
"How To" (take advantage of trade shows, etc.) Brochure	96/97	N/A	DIAND	819-953-1015
Tourism Marketing and Packaging Workshops	96/97	N/A	DIAND/ABC	819-953-1015
Tourism Internet Site	96/97	N/A	CTC	613-954-3815
Tourism Video Series	96/97	N/A	DIAND/IC	819-953-1015
Tourism Products and Services Inventory	96/97	N/A	DIAND/IC	819-953-1015
Tourism CD-ROM	96/97	N/A	IC/CTC	613-954-4059
Trade Missions	Ongoing	Various	IC	514-283-1793

Note: Dates and locations are subject to change.



## **Traditional Aboriginal Products and Services**

The goal of the strategy for this area is to realize the export potential of the entire range of traditional Aboriginal products and services. From a strategic perspective, products and services to be included will be those where the label "Aboriginal" serves to give the product or service a unique appeal to a specific market or group of markets. The appeal will generally be based on the fact that these are the high-quality products of one of the world's oldest living cultures.

The expression of these attributes is not uniform throughout this grouping, therefore specific activities and approaches will differ for and within each sub-group. Three specific areas have been identified, which fall under the broad rubric of traditional products and services:

- Culturally based products;
- Indigenous-to-Indigenous economic co-operation; and
- North of 60.

Private-sector/government teams are being set up to focus on trade support for each group.

Each of these teams will have to deal with three attributes that generally characterize the traditional products sector. First, with a few exceptions, traditional products of Canadian Aboriginal people do not enjoy a high level of market awareness abroad. Second, producers are generally small, with limited expertise in international marketing and with few resources to devote to marketing. Third, effective distribution mechanisms to link producers to the market are in their infancy.

In light of the expressed goal, the strategic approach and the major constraints facing market penetration, each team described below will have a mandate to:

- build international awareness of traditional Canadian Aboriginal products and services in three specific markets (United States, Germany, Japan);
- increase direct exposure of Canadian producers in these markets;
- improve the distribution infrastructures needed to sell into these markets; and
- provide support on a case-by-case basis for companies targeting other markets.

Each team will be taking a focussed rather than a general approach, because their emerging markets are what are generally thought of as niche markets with very specific customer needs.

## **Culturally Based Products**

The team to be formed to support exports from Aboriginal cultural industries will have a relationship with the Cultural Industries Sector Team, the Consumer Products Sector Team and the Canadian Tourism Commission (CTC). The team, which will be composed of industry and government, will concentrate on Aboriginal companies in the areas of arts, crafts, food, fashion, music and tourism. The team will:

- determine gaps in sector needs, especially those in marketing and distribution, and export training;
- champion specific marketing and distribution-related activities, including increasing participation of Aboriginal artists and artisans on international trade missions, and at trade fairs and gift shows;
- ensure that individual companies are informed of the lessons learned by other Aboriginal companies in the field; and
- carry out research, promotion and trade development activities related to tourism.

To support this strategy IC, DFAIT, DIAND, and the CTC will undertake the following activities: (See also CIBS Cultural Industries and Consumer Products)

## **North of 60**

The "North of 60" team will focus on exports from the geographic area north of 60 degrees latitude that covers nearly one-third of Canada. While the population is limited to about 95 000 people, the area is rich in resources. Some business organizations have been established with land claims settlements, and they are active in a number of sectors.

This team will address trade development in the following sectors: Inuit arts; tourism; transfer of technology in circumpolar regions; communications and air transport; mining and resource-based industries; and, Aboriginal-based food products and fisheries technology. The team's role will be to:

- review the state of Aboriginal trade in the sectors identified;



- identify the major problems encountered by Aboriginal companies and determine their needs in order to access international opportunities;
- champion and promote Aboriginal exporters, in part by co-ordinating with other departments and agencies;
- provide co-financing and joint management for trade initiatives;
- develop strategies and plans to promote Aboriginal exports from the region and work toward formulating and implementing a business strategy;
- support the development of trade initiatives; and
- ensure continuous, dynamic communications among the team members.

The creation in the summer of 1996 of the Arctic Council will offer opportunities to enhance circumpolar trade. Under the Arctic Sustainable Development Initiative, the eight Arctic countries (Canada, United States, Russia, Finland, Denmark/Greenland, Sweden, Norway, Iceland) will address the challenge to expand environmentally responsible economic activity in the Arctic through the exchange of information, joint undertaking of research projects and co-operative activities. The priority sectors have not yet been established, but all those mentioned above are under consideration and it is hoped that Canada will act as lead in some of the initiatives. It is planned that a Sustainable Development Conference will be held in Canada during the winter of 96/97 to provide increased focus and impetus in areas offering

greatest potential benefits. The Arctic Council Secretariat, which will be acting as co-ordinator of these activities, is based in Ottawa.

### ***Indigenous-to-Indigenous Economic Co-operation***

This team will focus on trade development issues relating to developing reciprocal partnership arrangements with Aboriginal business groups from other countries. The goal is to develop export sale opportunities for export consulting, training and technology transfer. This team will:

- review inter-Indigenous business and development projects supported by the sector team;
- identify the major problems encountered by Aboriginal companies and determine their needs in order to access international opportunities;
- identify opportunities and provide co-financing and joint management for international business initiatives by Aboriginal companies;
- develop strategies and plans to promote inter-Indigenous business links;
- ensure continuous, dynamic communications among the team members; and
- brief mission officials on subsector specific needs and issues.

### ***Major Market Products and Services***

Products and services that fall under this heading are those whose production bears no necessary relation to the heritage of the company's owners.

<b>Activity</b>	<b>Date</b>	<b>Location</b>	<b>Dept.</b>	<b>Contact</b>
Survey of International Financial Institutions Support to Inter-Indigenous Business Partnerships	Aug/96	N/A	IC/ABC	416-973-2212
Quarterly Update on Joint Venture Business Opportunities with Indigenous Business Groups	Oct/96	Toronto	IC/ABC	416-973-2212

For up-to-date and detailed information on the activities in this document and those contained in other sectors, you may consult the CIBS Compendium. This on-line compilation of activities planned by the federal and provincial governments is continuously revised and is accessible via the websites of the Department of Foreign Affairs and International Trade (<http://www.dfait-maeci.gc.ca>) and Industry Canada (<http://strategies.ic.gc.ca>).



The need for a specific strategy here does not reside with the nature of the product or service. Rather, it lies with the somewhat unique company needs arising from their Aboriginal ownership – needs that have been discussed above, relating to the equity base, legal restrictions on providing collateral, limited access to financial institutions, lack of a track record, the relative isolation of many businesses and the distance from markets.

In light of these characteristics, the Government will focus on helping Aboriginal firms to overcome these barriers to exporting to the point where they can be integrated effectively into the broader export community.

This strategy is twofold. The first part will provide information and services to the exporting community as a whole that are designed to help companies take advantage of current information available and to learn the lessons of other exporters. The second part of the strategy works on a one-on-one basis with exporters to move them into the mainstream of government export services.

As part of this initiative, a trade “focal point” has been established in each of the ABC offices across the county supported by one full-time trade specialist located in Toronto. These individuals:

- stream clients into existing trade services offered by the federal government and other organizations, thereby avoiding duplication of resources;
- complement these services and “bridge the gap” where necessary to enable clients to take advantage of market opportunities;
- provide financial support for marketing planning, missions and trade shows abroad, and special activities that promote Aboriginal trade opportunities;
- take advantage of the full range of information, intelligence, databases, and networking support offered by Industry Canada through the Canada Business Services Centres and International Trade Centres; and
- participate in special sectoral and advocacy initiatives sponsored by Aboriginal Business Canada.



## Contacts:

### General Trade Development and Inter-Indigenous Trade

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Toronto, Ontario  
M5J 1A4  
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Fax: (416) 973-2255

### Culturally Based Products

Trade Co-ordinator  
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Toronto, Ontario  
M5J 1A4  
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Fax: (416) 973-2255

### North of 60 Regional Trade Team

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Montreal, Quebec  
H4Z 1E8  
Tel: (514) 283-1837  
Fax: (514) 283 1843

## References:

### Aboriginal Business Canada website

(<http://www.vli.ca/abc>)

### Aboriginal Export and Trade Directory

(416-973-2212) – available on the ABC website

### Canadian Aboriginal Cybermall

(<http://www.vli.ca/cmall>)

### Spirit of Aboriginal Enterprise website

(<http://www.vli.ca/spirit>)

### National Inventory of Aboriginal-Based Food Products Ready For Export Markets

(416-973-2212)

### Canadian Aboriginal Business Guide: International Environmental Opportunities

(416-973-2212)

### A Guide for Canadian Exporters of Aboriginal Arts and Crafts

(1-800-267-8376)

### Industry Canada's *Strategis* Business Information website

(<http://strategis.ic.gc.ca>)







# Acronyms and Business Str

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AAFC	Agriculture and Agri-Food Canada	IBOC	International Business Opportunities Centre
ACOA	Atlantic Canada Opportunities Agency	IC	Industry Canada
APEC	Asia-Pacific Economic Co-operation forum	IDRC	International Development Research Centre
ASEAN	Association of Southeast Asian Nations	IFI	international financial institution
BBS	electronic bulletin board system	ISO	International Standards Organization
BOOT	build, own/operate, transfer	ITAC	International Trade Advisory Committee
BOSS	Business Opportunities Sourcing System	ITC	International Trade Centre
CCC	Canadian Commercial Corporation	MAPAQ	Ministry of Agriculture, Fisheries and Food of Quebec
CIBS	Canada's International Business Strategy	MDB	multilateral development bank
CIDA	Canadian International Development Agency	MNE	multinational enterprise
CIS	Commonwealth of Independent States	NAFTA	North American Free Trade Agreement
CSA	Canadian Standards Association	NATO	North Atlantic Treaty Organization
DFAIT	Department of Foreign Affairs and International Trade	NRC	National Research Council
DFO	Department of Fisheries and Oceans	NRCan	Natural Resources Canada
DND	Department of National Defence	NRCan-CFS	Natural Resources Canada — Canadian Forest Service
EC	Environment Canada	NST	National Sector Team
EDC	Export Development Corporation	OECD	Organization for Economic Co-operation and Development
EU	European Union	PEMD	Program for Export Marketing Development
FITT	Forum for International Trade Training	R&D	research and development
FORDQ	Federal Office of Regional Development — Quebec	S&T	science and technology
FSU	former Soviet Union	SAGIT	Sectoral Advisory Group on International Trade
FTA	Canada-U.S. Free Trade Agreement	SME	small and medium-sized enterprise
GATT	General Agreement on Tariffs and Trade	UNEP	United Nations Environmental Program
GDP	gross domestic product	WED	Western Economic Diversification
GNP	gross national product	WTO	World Trade Organization
HRDC	Human Resources Development Canada		







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