



TEAM CANADA INC • ANNUAL REPORT 2004



Team Canada Inc • Équipe Canada inc

Canada

# TEAM CANADA INC

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*Your Source for Export Services*

## OUR VISION

To help Canadian businesses succeed in global markets by offering comprehensive, high quality, fully integrated export information and services.

## OUR ROLE

Team Canada Inc (TCI) is a network of federal government departments and agencies working with the provinces, territories and other partners to help Canadian businesses take on the world and win.

## OUR CONTRIBUTION TO CANADIAN BUSINESS

TCI offers a single point of access to export information, counselling, market intelligence, financial assistance and on-the-ground support available from federal, provincial and territorial governments, and the private sector. The result is an unprecedented effort by government and its partners to deliver the right kinds of services, quickly and efficiently, to those who can benefit most.

1 888 811-1119

[exportsource.ca](http://exportsource.ca)



## OUR MEMBERS

TCI's membership includes federal departments and agencies working to help Canadian businesses succeed in world markets:

Agriculture and Agri-Food Canada; Atlantic Canada Opportunities Agency; Business Development Bank of Canada; Canada Customs and Revenue Agency; Canada Economic Development Agency for Quebec Regions; Canada Mortgage and Housing Corporation; Canadian Commercial Corporation; Canadian International Development Agency; Department of Canadian Heritage; Environment Canada; Export Development Canada; Fisheries and Oceans Canada; Indian and Northern Affairs Canada; Industry Canada; International Trade Canada; National Research Council Canada; Natural Resources Canada; Statistics Canada; Western Economic Diversification.

## OUR NETWORK

Across Canada, TCI members and partners deliver trade services to Canadian businesses through an extensive and ever expanding network that includes:

### THE CANADIAN TRADE COMMISSIONER SERVICE (TCS)

As part of International Trade Canada, the Trade Commissioner Service is a network of more than 800 trade commissioners working in Canadian embassies, high commissions and consulates located in over 140 cities around the world and an additional 100 trade commissioners working in 12 regional offices across Canada. The Trade Commissioner Service works with Canadian companies that can demonstrate their commitment to succeed in the global marketplace. TCS offices in Canada provide export support services, market intelligence, advice on funding opportunities and business contacts to smooth a company's path to exporting. TCS offices abroad provide in-market assistance to Canadian companies in the development of their international business, including assessing export potential, identifying key foreign contacts, and providing relevant advice and market intelligence.

### 12 REGIONAL TRADE NETWORKS (RTNS)

The RTNs include federal, provincial, territorial and regional governments, and industry associations working together to help smaller Canadian businesses capitalize on available export services.

### 13 CANADA BUSINESS SERVICE CENTRES (CBSC)

Located in every province and territory, and working with over 300 regional access partners across Canada, CBSCs operate TCI's toll-free Export Information Service and deliver a wide range of information on business services, programs and regulations. CBSC staff can answer questions about starting a new business or improving an existing one. Services are available by telephone, fax, mail, e-mail, and via the Internet. Many of the CBSC locations also provide a walk-in service.

### 13 TRADE TEAM CANADA SECTORS (TTCS)

The Trade Team Canada Sector teams bring government and industry together to coordinate national trade development planning and activities in 13 key industries: aerospace and defence; agriculture, food and beverages; automotive; bio-industries; building products; cultural goods and services; electric power equipment and services; environmental industries; health industries; information and communications technologies; oil and gas equipment and services; plastics; and service industries. The TTCSs open doors, showcase Canadian capabilities and provide contacts through trade missions, trade fairs, and matchmaking events, as well as provide information on target markets, and intelligence about business opportunities.

### PROVINCIAL, TERRITORIAL AND MUNICIPAL GOVERNMENTS

At each of these levels of government, businesses can access valuable export programs and services through local departments, agencies and economic development offices.

### ASSOCIATIONS, EDUCATIONAL INSTITUTIONS AND PRIVATE INDUSTRY

Associations, educational institutions and private industry also play key roles in Canada’s export development efforts. Rural community organizations, economic development corporations, trade and business associations provide export advice to companies in specific locations or sectors. Educational organizations such as the Forum for International Trade Training (FITT) frequently offer international trade training, including Going Global workshops. Many private companies also offer export services such as banking, freight forwarding, market research and legal assistance.

### OUR SERVICES

TCI members and partners deliver a wide range of services tailored to help Canadian businesses prepare for exporting and maximize their export success.

## THE EXPORT SERVICES CONTINUUM

General Information	Skills Development	Export Counselling	Market Entry Support	Export Financing	In-market Assistance
<p>Export Information Service 1 888 811-1119</p> <p>On-line Export Information Exportsource.ca</p>	<p>Export Preparation Guides</p> <p>Export Skills Training</p> <p>Preparation for U.S.</p> <p>Preparation for Other Markets</p>	<p>Export-Readiness Assessment</p> <p>Export Plan Development</p> <p>Export Plan Implementation</p>	<p>Market/Sector Information and Intelligence</p> <p>Missions, Fairs and Trade Related Events</p> <p>Market/Sector-Specific Advice and Guidance</p> <p>Market Development Funding</p>	<p>Needs Assessment and Counselling</p> <p>Provision of Working Capital</p> <p>Foreign Risk Mitigation</p> <p>Medium/Long Term</p> <p>Foreign Buyer Financing</p>	<p>Market Prospect</p> <p>Key Contacts Search</p> <p>Visit Information</p> <p>Face-to-Face Briefing</p> <p>Local Company Information</p> <p>Trouble-shooting</p>

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## MESSAGE FROM THE TCI MANAGEMENT BOARD



The Management Board is pleased to present this 2003-04 Team Canada Inc (TCI) Annual Report to the Deputy Ministerial Committee on International Business Development.

From helping smaller companies take their businesses global, to providing export-ready firms with timely market information, business leads, promotional and financial assistance, TCI continues to support the global trade ambitions of Canadian businesses in every region and across all sectors of the Canadian economy with a “one-stop shopping” facility for government international business development services. TCI’s core tools, the online **ExportSource.ca** service and toll-free **Export Information Service**, delivered round-the-clock information and service to over 340,000 visitors and callers. TCI members provided an integrated range of quality trade development and promotion programs and services to increase Canadian businesses’ export capability and preparedness

and international market development. Capitalizing on its breadth of experience and expertise, TCI Management Board also acted as an important sounding board for the **Enhanced Representation Initiative** (ERI), formed to manage Canada’s advocacy and business development interests throughout the United States.

TCI’s membership currently stands at 16 federal departments and agencies. In 2004-05, TCI will focus on consolidating its services and support to partnerships to address a funding decrease due to a decline in membership. Some former members noted their withdrawal from TCI was due to competing resource requirements and a shift in their mandate/programming. TCI members will conclude a number of key trade promotion/development program reviews, including that of the Program for Export Market Development (PEMD) and Brand Canada, as well as development of tools which will further tailor their information and services to individual



business clients, such as an integrated electronic Client Relationship Management system (eCRM).

Since its creation in 1997, TCI has shown the solid benefits of strong partnership among trade-related government departments, agencies and other organizations across Canada. The government's commitment to building a 21st century economy includes a new emphasis on integrated federal trade and investment promotion. Creation of a strengthened department of International Trade (ITCan) to provide centralized leadership for this integration has opened a new channel for TCI to investigate new trade promotion and investment synergies among its members where appropriate. To reflect this, plans are underway to co-locate the TCI Directorate with ITCan in the months ahead.

As the TCI Management Board continues to review how TCI can best support the global competitiveness of Canadian business within available resources in the years ahead, our commitment to "Team Canada" remains strong.

**Philip Stone, Chair  
TCI Management Board**

## SELECTED ACHIEVEMENTS IN 2003-04

### TCI members and partners:

- ▶ Recorded over 326,000 visits to **ExportSource.ca**, a 12% increase over last year and up by more than 80% since 2000-01. This year, the website's content was re-organized, expanded and upgraded to improve users' search capabilities. TCI's toll-free **1-888 Export Information Service** answered 13,403 calls.
- ▶ Added 25 Canadian Chambers of Commerce to TCI's existing network of 117 service delivery partners, 350 Canadian Business Service Centre partners, 140 embassies and missions abroad, 12 International Trade Centres (ITC), 12 Regional Trade Networks (RTNs), 13 Trade Team Canada Sectors and about 40 Going Global workshop providers.
- ▶ Delivered over 600 export and investment events reaching over 13,950 clients.
- ▶ Published 296 new Market Reports, Market Briefs and Country Sector Profiles for clients registered to receive them through **InfoExport**, the **Virtual Trade Commissioner** (VTC) and at trade shows and other events. Some 288,872 document downloads were recorded, an over 23% increase from the previous year.
- ▶ Handled 56,371 client transactions at foreign posts, including 20,693 market prospects and local company reports, 11,108 key contact searches, 10,245 face-to-face briefings and 2,161 troubleshooting cases. A total of 8,351 Canadian companies received market intelligence reports, while another 3,813 were offered support for their market visits.
- ▶ Through **SourceCan**, disseminated over 400,000 business opportunities notices to over 51,000 Canadian businesses, yielding over \$400 million in new sales contracts, a massive jump from last year's figure of \$80 million.
- ▶ Supported over 246 trade missions of foreign buyers to Canada and over 2,500 Canadian companies to key foreign markets. Hundreds of millions of dollars worth of new contracts and business leads were identified as a result.



- ▶ Supported more than 1,800 Canadian companies' participation in 100 trade fairs and other related events across Canada and around the world.
- ▶ Under the four-year, \$12-million **Brand Canada** initiative, hundreds of Canadian companies participated in 39 major international shows. A survey of foreign visitors conducted at nine of these shows demonstrated positive change in perceptions towards Canada's industrial capabilities.
- ▶ Under **Trade Routes**, approximately \$2 million was allocated to support 67 arts and cultural organizations in their exporting activities and more than 800 arts and cultural exporters were counselled by the program's seven Cultural Trade Commissioners who are co-located at International Trade Centres across Canada.
- ▶ Provided more than \$51 billion in trade financing and risk management services to over 7,000 Canadian businesses selling and investing abroad in 2003.
- ▶ Under the new **Agricultural Policy Framework** launched last year, over 130 Canadian firms' participated in major international trade fairs, yielding over \$12 million in on-site sales and more than 1,000 sales leads. Under the program, over \$26 million in market development funding was provided to 98 national industry associations and 38 client firms for the development of international markets for agriculture, agri-food, food, beverage and seafood products.

*For further information on TCI achievements in 2003-04, see Detailed Achievements and Plans for the Future.*

## PLANS AND PRIORITIES FOR 2004-05

For Canada, building a 21<sup>st</sup> century economy means promoting international awareness and appreciation of Canada's global advantage and the quality and competitiveness of our goods and services. TCI will place new emphasis on identifying means to foster increased synergies for integrated federal trade and investment promotion among the TCI member organizations, while delivering tools and services that support small businesses' ability to access existing and emerging markets. How TCI and its member organizations are delivering on the federal trade development strategy is described in the Annex.

### *Strategic Directions*

TCI will continue to make it easier for thousands of Canadian businesses of all sizes to realize their aspirations for global competitiveness by:

- ▶ Offering seamless, practical access to fully integrated export services;
- ▶ Continuously identifying and filling gaps in export service offerings;
- ▶ Expanding the network of service delivery partners and strengthening communications and operations between existing partners; and
- ▶ Promoting an integrated trade agenda within the Government of Canada.

### *Delivering TCI initiatives*

Positioning Canada as a source of innovative, high-quality goods and services and a preferred location for investment continue to be major Government of Canada priorities.



New investment and trade promotion synergies among TCI's membership will be pursued where appropriate, particularly with respect to maximizing the benefits of the recent integration of Investment Partnerships and the International Trade Centres across Canada to ITCan. TCI and the ITCs, will also continue to work closely with Regional Trade Network (RTN) partners across Canada. TCI will also continue to act as a sounding board for the **Enhanced Representation Initiative** to enhance the Government of Canada's capacity to defend and advocate Canadian political and economic interests and take advantage of business development opportunities and innovations in key markets across the U.S.

### *Client Service*

Having forged strong partnership links and built a large client base, TCI will continue to expand its outreach to Canadian SMEs and potential partners.

#### ▶ **Establishing new partnerships**

To extend TCI's reach to existing and emerging exporters, TCI is continuing its partnerships campaign, targeting key business

associations, chambers of commerce and economic development offices across Canada.

► **Expanding existing partnerships**

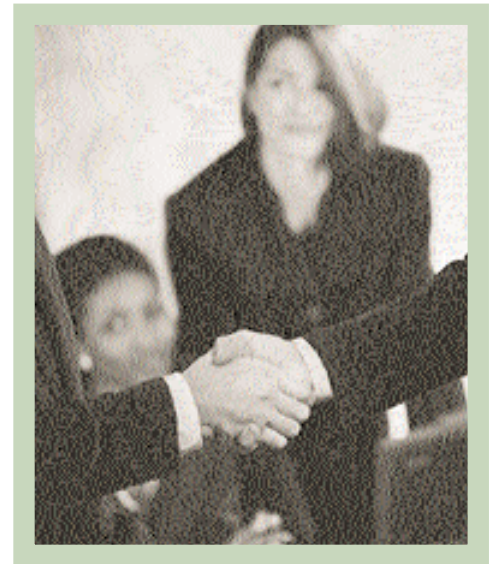
TCI will provide coordination support and increased funding to Regional Trade Networks (RTNs), including for RTN passports, outreach activities and the establishment of RTN secretariats.

► **Expanding TCI tools**

Government on Line (GOL) funding will allow TCI to continue to enhance its offering of online tools for Canada's exporters in 2004-05. In support of the government's Emerging Markets Strategy, a key priority will be the development of a new Canada-India internet portal to make it easier and more convenient for Canadian and Indian business people to connect to each other to identify and pursue international business opportunities. Additional web-enabled tools to be developed include an Interactive Export Financing Diagnostic, a guide to Exporting to the U.S., an updated Interactive Export Planner and an expanded Online Roadmap to Exporting. Ways of continuing this enhancement will be explored prior to the sunset of GOL funding in March 31, 2005.

► **Identifying innovative ways to reach out to more Canadian businesses**

TCI will continue to emphasize online service delivery tools that respond to the demands of today's small- and medium-sized enterprises (SMEs). TCI will continue to work with the Minister for International Trade's SME Advisory Board, which acts as a voice for the interests of smaller businesses.



► **Continue marketing TCI services across Canada**

TCI will focus on ensuring Canadian businesses have a greater awareness of the products and services available from TCI and its members. Promotions will continue to focus on activities that yield a solid return on investment, including media relations, online marketing activities and co-operative marketing with TCI members and partners.

► **Further enhancing TCI management and administrative practices**

TCI will continue to develop and enhance a comprehensive and consistent approach to performance measurement reporting, including the development of performance measurement frameworks for the Canada-India portal and RTN funding. TCI's extranet, *InfoPort*, will continue to be used as a foundation information sharing tool.

# ANNEX: DETAILED ACHIEVEMENTS AND PLANS FOR THE FUTURE

## Export Capability & Preparedness

Strategic Goal: Increase the number of active exporters in Canada

Strategic Priority	Results in 2003-04
<p>Facilitate access to fully integrated Government of Canada trade services</p>	<p>All TCI information products and tools are available online at <b>ExportSource.ca</b>, which recorded 326,709 visits, a 12% increase over last year and up by more than 80% since 2000-01. This year, the website's content was expanded and upgraded. Client feedback continues to show strong satisfaction with the service. At 13,403, calls to TCI's toll-free <b>1-888 Export Information Service</b> fell for the fourth consecutive year, reflecting a growing preference for online services.</p> <p>Through continued expansion of the TCI network and active marketing of TCI products and services, TCI extended its reach to thousands more Canadian businesses across Canada. TCI's network reached 692, with the addition of 25 Canadian Chambers of Commerce to the already 117 service delivery partners, 350 Canadian Business Service Centre partners, 140 embassies and missions abroad, 12 International Trade Centres (ITC), 12 Regional Trade Networks (RTNs), 13 Trade Team Canada Sectors and about 40 Going Global workshop providers. Some \$210,000 in TCI funding was provided to the 12 RTNs: many used the funding to boost regional promotional activities or to participate in 14 international trade shows happening in their provinces that attracted some 13,000 small- and medium-sized enterprises (SMEs).</p>
<p>Produce relevant, useful information about exporting for Canadian businesses</p>	<p>New products added to <b>ExportSource.ca</b> during the year included an <i>Interactive Export Diagnostic</i>, a <i>Comprehensive Guide on Export Financing</i> and <i>TradeMap Canada</i> (created by the International Trade Centre in Geneva and now available to Canadian subscribers for free). A new online Media Room offers TCI news releases, special events information and weekly export articles. The very popular <i>Roadmap to Exporting</i> and <i>Step-by-Step Guide to Exporting</i> were updated and published in pdf and html formats; a combined total of over 45,000 hard copies of the two guides were also distributed. Over 5,600 <i>Start Here to Get Exporting</i> IDROMs and brochures, and over 1,000 TCI factsheets were distributed.</p> <p>The Canada Business Gateway's Exporting/Importing cluster was split into two sub-clusters to permit better management of client services and a new <b>ImportSource.ca</b> website was launched.</p> <p>The number of client contacts registered with International Trade Canada's (ITCan's) <b>Virtual Trade Commissioner</b> (VTC) increased from 3,500 to 11,400 last year. Some 21 issues of <i>CanadExport</i> and 10 special sectoral inserts were published. Over 1 million printed copies were distributed throughout the year (52,000 copies for each issue). Some 530 articles were also posted on the Internet and sent to 6,500 regular e-mail subscribers. The department's Market Support Division produced 197 documents for distribution to posts, at sector trade events and on the <i>Horizon's</i> website, which now offers over 300 updated Export Alerts, Export Profiles, Sectoral Brochures, Sectoral Flyers and Special Reports. The department's Market Research Centre produced 296 new Market Reports, Market Briefs and Country Sector Profiles for Canadian clients registered to receive them through <i>InfoExport</i>, the VTC and at trade shows and other events. Client demand continued to be strong, as demonstrated by a 23.4% increase in the total number of document downloads (288,872). The department's International Financing Division participated in 26 trade events across Canada, providing over 1,250 exporters with information about business opportunities available through <b>International Financial Institutions</b> (IFIs) worldwide. The</p>



### Plans for 2004-05 to 2007-08

TCI will continue to enhance **ExportSource.ca** and actively market the service to Canadian businesses across all sectors and regions. Planned enhancements include a new graphic interface and the addition of Web Trends software to facilitate monitoring of usage and satisfaction levels. A caller survey will be undertaken for the toll-free **1-888 Export Information Service** to assess satisfaction and client expectations of the service.

TCI will continue to extend its reach through new partnerships, focusing specifically on Canadian associations that work with small- and medium-sized enterprises (SMEs). To facilitate the self-identification of potential partners, an online partnership registration form will be added to **ExportSource.ca**. A further \$330,000 in TCI funding will support RTN outreach activities and the establishment of RTN secretariats in 2004-05. A new Performance Measurement Framework will also be developed to help RTNs better assess the impact of their activities.


TCI will continue to expand its offering of online tools with a special focus on self-directed learning tools such as an *Interactive Export Financing Diagnostic*, an updated *Interactive Export Planner*, a new and expanded *Online Roadmap to Exporting* (to replace the Export Services Continuum), a new online *Guide to Exporting to the United States* and a new searchable database of *Trade Show Directories*.

New tools planned for **ImportSource.ca** include an *Importing/Exporting Service Providers Directory*, an online guide for Importers and an *Import Controls Roadmap*. TCI will continue to work with the Canada Board Services Agency to enhance the website.

To better provide for the seamless delivery of international business development services to Canadian clients, the **Virtual Trade Commissioner** will be expanded to include the services offered by other Team Canada Inc partners. The second part of the VTC project, the electronic **Client Relationship Management** (eCRM) system, will continue to be implemented, improving services by facilitating the sharing of client information across the TCI network. ITCan will continue to improve *CanadExport* by featuring a wider variety of topics, greater geographical balance of content and by focussing more on opportunities for Canadian exporters. A further increase in the number of articles is planned, along with a refinement to the subscriber list for the printed version, an expansion of the subscriber base for the electronic version and a redesign of the Web site. The Market Support Division plans to produce an additional 215 market information documents promoting Canadian capabilities to foreign clients. The Division will also organize sectoral training sessions for trade officers as part of 15 key international trade events in Canada and abroad and explore other venues/approaches to delivering such training to foreign post officers. The Market Research Centre will continue to monitor and assess client needs and satisfaction through its online transactional survey tool and annual focus group testing. The Centre will also continue to coordinate the production of up to five Country Sector Profiles per foreign post. The International Financing Division will continue to focus on expanding and improving the information on IFInet and to integrate the site with *InfoExport*. A 2004-05 target of 4,000 new subscribers to IFInet's listserve has been set. The Division will also continue to participate in targeted trade information sessions and to produce relevant information for inclusion in *CanadExport*.

## Export Capability & Preparedness (continued)

Strategic Goal: Increase the number of active exporters in Canada

Strategic Priority	Results in 2003-04
<p>(continued)</p> <p><b>Produce relevant, useful information about exporting for Canadian businesses</b></p> 	<p>Division also delivered targeted training and/or the Effective Bidding Training module to 334 exporters across Canada, published 13 success stories and 8 articles in <i>CanadExport</i> and distributed 15 IFI success story posters to Canadian firms, missions abroad, provincial governments and partners. The Division also published a report called <i>Profiting from the Global Infrastructure Market</i> with fact sheets on business opportunities with 38 of the largest global infrastructure firms. A revamped version of the Division's website, IFInet, was also launched featuring a wide range of new content for exporters and investors, including 93 new one-page factsheets on sources of project financing and 40 new specific institutional and agency factsheets. IFInet now has over 3,000 subscribers to its free listserve and experienced a 38% jump in the total number of visits.</p> <p>Canadian Heritage's <b>Trade Routes</b> program produced the <i>International Market Development Activities: A Profile Tool of Federal Programs Available to the Arts and Cultural Sector</i> document, offering information on Government of Canada programs and services relevant to arts and cultural exporters.</p> <p><i>ExportWise</i>, Export Development Canada's magazine for customers, was distributed to 26,700 subscribers, including over 10,000 from the private sector. The Corporation's <i>EXPORT MarketInsight</i> product was distributed to 2,500 subscribers (free of charge starting in June 2003) and made available to over 4,500 online customers.</p> <p>Statistics Canada released new data from the <b>Exporter Registry</b> (1993-2002), providing updated information on the Canadian exporter population, which has grown by over 30% since 1993. The Registry provides useful information that allows potential exporters to analyze exporter trends within their respective industries, commodity groups, provinces and export destinations.</p> <p>The <b>Agri-Food Trade Service</b> website received more than one million visits, a 39% increase over the previous year.</p>
<p><b>Help prepare smaller Canadian businesses for the challenges of exporting</b></p>	<p>Each year, TCI members individually and collectively offer hundreds of seminars, workshops and other training events to Canadian businesses considering or preparing to export.</p> <p>The <b>International Trade Centres</b> supported 618 export and investment events reaching over 13,950 clients, including a number of round table discussions and/or site visits with Canadian businesses for the Minister of International Trade, the Deputy Minister Trade, Senior Trade Commissioner and Trade Commissioners. During the year, 87 events were surveyed and achieved an overall client satisfaction rate of 4.4 out of 5.</p> <p>More than 1,000 entrepreneurs benefited from the <i>Going Global</i> workshop training offered by TCI partners in conjunction with the Forum for International Trade Training. As well, some 1,224 guides and 26 online bundles (includes all five courses) were sold. Some 92% of Going Global participants found the workshops to be relevant and 95% said the workshop content met their expectations.</p> <p>Canada's regional development agencies – the Atlantic Canada Opportunities Agency (ACOA), Western Economic Diversification (WD), Canada Economic Development for Quebec Regions (CED), and FedNor – delivered individual export counseling sessions and export seminars to</p>

### Plans for 2004-05 to 2007-08

**Trade Routes** will distribute the *International Market Development Activities Profile Tool* to trade officers working with Canadian arts and cultural entrepreneurs. Trade Routes' research plans for 2004-05 will address several sectors including film, design, music and the performing arts.

*ExportWise* will introduce a new feature providing a SWOT analysis (Strengths, Weaknesses, Opportunities and Threats) for eight priority industry sectors and introduce a regular 'Where are they now?' column following up on past customer success stories.

Statistics Canada will enhance the **Exporter Registry** to provide an even clearer picture of the structure of the exporting community by adding variables tracking total revenue, country of ownership, country of control, investment, workforce composition and advanced technology adoption. Import data will also be added to provide a more global picture of how exporters react to exchange rate fluctuations and other global economic events.

TCI members and partners will continue to offer seminars, workshops and other training events to Canadian businesses considering or preparing to export.


Following a re-examination of how the International Trade Centres (ITCs) in Canada work in partnership with foreign posts, the ITCs will continue to offer Canadian businesses the assistance they need to succeed internationally under new branding as the **Trade Commissioner Service in Canada**. It is expected that the Minister of International Trade, Deputy Minister Trade, Senior Trade Commissioner and Trade Commissioners will continue outreach visits to meet with Canadian companies to promote the Trade Commissioner Service, seek the views of Canadian companies on trade issues and assist Canadian companies in their export activities. Professional training will also be undertaken to enhance staff capacity to deliver core services. A national set of performance measures will also be introduced.

Aggressive marketing of a new *Going Global* portal and updated course material seeks to boost participation levels even further.

Canada's regional development agencies will continue to tailor TCI products and services to the unique needs of emerging exporters in their respective regions. Such services will include trade awareness sessions, one-on-one counseling, conferences, seminars, and trade mentoring/coaching programs and regionally-focused trade missions. ACOA, for example, will focus on engaging industry associations in the development and implementation of sector-specific export strategies. FedNor will

## Export Capability & Preparedness (continued)

Strategic Goal: Increase the number of active exporters in Canada

Strategic Priority	Results in 2003-04
<p>(continued)  <b>Help prepare smaller Canadian businesses for the challenges of exporting</b></p>	<p>hundreds of their clients. ACOA, for example, offered trade skills and development training to 975 Atlantic Canada companies; 42 companies began to export for the first time and 112 existing exporters secured new export markets. Under a new trade strategy, FedNor created the FedNor International Business Centre for Trade and Tourism (Sault Ste. Marie), established Team Northern Ontario, a community-based trade advisory network, contributed over \$340,000 to community-based organizations, provided 115 exporters with export counseling or referrals to the export readiness test, organized an Opening Doors to Global Opportunities roadshow (Thunder Bay, Sault Ste. Marie, Sudbury, Timmins and North Bay) and sponsored 13 market entry support events. DEC held 723 training and information sessions for over 19,000 participants, resulting in 255 new exporters, increased export capabilities for 796 firms and improved competitive position of 1,000 Quebec firms.</p> <p>The Canada Border Services Agency (CBSA) issued 25,022 new import/export RM accounts, 8,362 new Business Numbers with import/export RM accounts and introduced a new information centre website for small- and medium-sized enterprises. A new method of reporting, called G7 EDI Export Reporting, was implemented in June 2003, simplifying and harmonizing international customs data procedures. The number of registrants to the <b>Canadian Automated Export Declaration (CAED)</b> database, which now permits exporters to electronically transmit their records, continued to grow at a rate of almost 1,000 new registrants a month.</p> <p>Two meetings of the <i>SME Advisory Board on International Trade</i> allowed the Minister of International Trade to receive input from the SME business community across Canada, and to highlight TCI activities aimed at SMEs. A presentation on the Trade Commissioner Service was also made at the annual meeting of the Canadian Council on Small Business and Entrepreneurship (Victoria).</p> <p>As part of <b>Trade Routes'</b> ongoing outreach activities, a seventh Cultural Trade Commissioner (CTC) was co-located at the International Trade Centre in Moncton, joining the existing network of CTCs in Vancouver, Winnipeg, Toronto, Montreal, Halifax and St. John's. This year, the CTCs visited with more than 700 companies and organizations, and counselled more than 800 Canadian arts and cultural exporters.</p>
<p><b>Help Aboriginal, women and youth entrepreneurs to reach their export potential</b></p> 	<p>Various TCI members and partners organized or participated in special outreach events to create awareness of exporting opportunities and promote the programs and services available for Aboriginal, women and young entrepreneurs.</p> <p>The <b>Aboriginal International Business Development Committee (AIBD)</b> spearheaded a wide range of outreach activities to encourage a greater export orientation among Aboriginal entrepreneurs. Among them were outreach activities at the World Summit of Indigenous Entrepreneurs (Toronto), the Nunavut Business Trade Show, the Nunavut Arts and Crafts Festival 2003, the Council for the Advancement of Native Development Officers National Conference and Trade Show (Whitehorse) and National Aboriginal Day. AIBD also set up an Aboriginal Pavilion at SIAL 2003 (Montreal), reprinted the Aboriginal Exporters Directory 2002 and supported a variety of other cultural promotional activities in Canada and abroad. A Nunavut-Canada business plan was developed to pursue trade in the cultural, fisheries and tourism opportunities for the Boston and New England market.</p>



### Plans for 2004-05 to 2007-08

undertake a range of promotional activities, including a series of half-day trade information and services sessions to be held in partnership with the Ontario Ministry of Northern Development and Mines and 13 mini-sessions in smaller communities. WD will work with various industry associations on sector based international marketing activities and implement a program of local export workshops and community-based export referrals in conjunction with its Community Futures network.

The **Canadian Automated Export Declaration** is expected to continue to grow strongly, as it aligns with new requirements resulting from changes to the export regulatory regime.

The **SME Advisory Board on International Trade** will continue to meet regularly to provide input to the Minister of International Trade on matters affecting the SME community. The Board will continue to facilitate cooperation and awareness of SME needs among TCI partners.

The CTCs will continue to promote and provide guidance on the full range of TCI services and products to arts and cultural exporters, while increasing the sectors' awareness of both **Trade Routes** and the Virtual Trade Commissioner (VTC).

TCI members and partners will continue to conduct outreach events with aboriginal and women entrepreneurs to create awareness of exporting opportunities and the programs and services available to assist them.

The **Aboriginal International Business Development Committee's** (AIBD) plans for 2004-05 include: conducting an Aboriginal Exporters' Survey; translating Virtual Aboriginal Trade Show (VATS) materials into Chinese; organizing an exhibit and sale of Aboriginal jewelry at EXPO 2005 (Japan); supporting the update of Aboriginal Tourism Canada's data base; identifying support for Nunavik participation in the Riddu Riddu festival (Norway); supporting the participation of artists at an exhibition of Northwest Coast art (Germany) and at a gallery artists exhibition (Switzerland); supporting attendance by international buyers at Planet IndigenUs Aboriginal Festival (Toronto); supporting the participation of Aboriginal artists at the Boston Nunavut promotion; supporting a Montreal conference for Aboriginal arts organized by the Indigenous Caucus of the Creators Rights Alliance. AIBD is conducting research and analysis for an Aboriginal trade development strategy.

An indigenous mission to the World Bank and the Inter-American Development Bank will highlight aboriginal experience and expertise in the natural resource sector (Washington).

### Export Capability & Preparedness (continued)

Strategic Goal: Increase the number of active exporters in Canada

Strategic Priority	Results in 2003-04
<p>(continued)  <b>Help Aboriginal, women and youth entrepreneurs to reach their export potential</b></p>	<p>On the arts and cultural aisle of the <b>Virtual Aboriginal Trade Show (VATS)</b>, on which Canadian Heritage leads, 20 new Aboriginal companies were added, bringing the total number of companies to 92.</p> <p>ITCan conducted or participated in outreach activities for women entrepreneurs to increase awareness of exporting opportunities, including Business Beyond the Box (a WED virtual conference in B.C.), the Organization of Women in International Trade Conference (Calgary), the Atlantic Women in Business Conference (St. John's), Salon Femmes, Entrepreneurs, Emplois et Services (Ottawa), Salon Entrepreneuriat Feminin (Saint-Jean-sur-Richelieu) and Women Trading Globally (Vancouver &amp; Toronto).</p> <p>A <i>CanadExport</i> supplement <i>Going Global, Women Entrepreneurs in International Markets</i> was released on International Women's Day.</p>
	<p>Under the <b>Export Internships for Trade Graduates (EITG)</b> Program, ACOA partnered with various post-secondary institutions in Atlantic Canada to place 45 university students specializing in trade with companies pursuing growth opportunities in export markets. Under its <b>International Trade Personnel Program</b>, WD also cost-shared with 65 western Canadian firms to produce 69 new jobs filled by recent international trade graduates.</p>

### International Market Development

Strategic Goal: Enhance Canadian competitiveness in specific sectors and markets around the world

Strategic Priority	Results in 2003-04
<p><b>Help Canadian companies identify and pursue foreign market opportunities</b></p>	<p>Each year, TCI members provide thousands of Canadian exporters with foreign market and export opportunity information, networking opportunities, as well as troubleshooting advice and guidance on innovative approaches to developing international business. Various TCI members also identify sales leads for Canadian companies, many of which translate into export sales, new partners/suppliers and even new products.</p> <p>At 140 posts abroad, the <b>Trade Commissioner Service (TCS)</b> handled 56,371 client transactions, including 20,693 market prospects and local company reports, 11,108 key contact searches, 10,245 face-to-face briefings and 2,161 troubleshooting cases. A total of 8,351 Canadian companies received market intelligence reports, while another 3,813 were offered support for their market visits. The \$8.7 million <b>Client Service Fund</b> helped 120 foreign missions undertake more than 1,800 client-focused projects. Some 75% of Canadian clients reported expanding their network of key contacts in target markets, while 70% increased their awareness of new opportunities and 52% have begun pursuing new opportunities. In addition, 54% have expanded or diversified their products and services in the target market. Among foreign contacts, 70% reported increased awareness and knowledge of Canadian export, investment and science and technology partnership opportunities.</p>

#### Plans for 2004-05 to 2007-08

Canadian Heritage, in conjunction with the VATS partnership, will develop a marketing strategy for the website in 2004-05.

TCI products and services will be actively promoted at events such as the Newfoundland and Labrador Organisation of Women Entrepreneurs (NLOWE) Conference, the Organization for Women in International Trade (OWIT) events including the 2004 International Conference in Tampa FL, the Salon Entrepreneuriat Feminin (St. Jean-sur-Richelieu), the 2004 "Concours & Gala" of the Reseau des femmes d'affaires du Quebec (Montreal), the 2004 Canadian Women Entrepreneur of the Year Awards (Toronto). International Trade Canada will participate as a partner at the Women's Economic Forum organized by Industry Canada as a result of the PM's Task Force on Women Entrepreneurs Task Force Report and Recommendations. The Businesswomen in International Trade website will be refreshed and integrated more tightly with the other areas of the *InfoExport* website. A campaign is being planned to encourage more women entrepreneurs to register with the VTC.

ACOA will continue to focus on increasing the pool of skilled and experienced trade specialists across Atlantic Canada by facilitating the employment of qualified trade graduates from Atlantic universities /colleges and through the arrangement of valuable internship opportunities for new graduates of trade programs. WD will continue its focus of increasing the export performance of SMEs by providing them with financial assistance on a cost shared basis to hire qualified international marketing graduates.

#### Plans for 2004-05 to 2007-08

With Canadian trade volumes increasing dramatically, the **Client Service Fund** was established to help the **Trade Commissioner Service** meet higher demand for a broader range of more complex trade-related services. The Fund is facing a potential \$2.4 million (27.5%) reduction due to the loss of funding collected from another source and the lack of new sources of funding.

## International Market Development (continued)

Strategic Goal: Enhance Canadian competitiveness in specific sectors and markets around the world

Strategic Priority	Results in 2003-04
<p>(continued)  <b>Help Canadian companies identify and pursue foreign market opportunities</b></p> 	<p>The <b>International Business Opportunities Centre (IBOC)</b> disseminated 6,290 leads to over 18,000 Canadian companies. Resulting sales included a \$500,000 sale of split peas to Kenya, a \$39,000 sale of commercial alcohols to Burkina Faso and a \$14,500 sale of hydraulic seals to Greece. Since its inception in 1995, IBOC has disseminated almost 40,000 leads to Canadian companies across all industrial sectors of the Canadian economy. IBOC communicates business leads in two different ways: through direct personal contact with individual suppliers and electronically through e-mails sent to appropriate Canadian suppliers.</p> <p><b>SourceCAN</b> identifies domestic and international business opportunities and matches them with potential Canadian suppliers. This year, over 51,000 registered users received personalized notifications on 418,000 qualified business opportunities, resulting in over \$400 million in new sales contracts (up from \$80 million last year, largely due to improvements to the system's search and browse capabilities).</p> <p>Canada Mortgage and Housing Corporation (CMHC) helps client to expand their business internationally by actively supporting Canadian companies in their search for new housing export opportunities in selected, high potential markets. These markets include the U.S., the U.K., Ireland, China, Japan, France and Mexico. This year, CMHC facilitated over \$70.5 million worth of Canadian exports by offering market intelligence, matchmaking events and identifying business leads and potential partners/distributors to approximately 200 Canadian client companies. CMHC has organized dozens of trade missions to target markets and arranged programs for over 40 delegations from around the world seeking Canadian products and expertise.</p>
<p><b>Help Canadian exporters promote their goods and services abroad through high profile foreign missions</b></p>	<p>Again this year, there were a number of high-profile trade missions and dozens of smaller missions.</p> <p>A May 2003 Team Canada Trade Mission to Bulgaria and Turkey, for example, attracted 25 Canadian businesses from a number of different sectors and demonstrated the promising trade, investment and partnership opportunities in those two countries. A December 2003 trade mission to Chile attracted 51 companies, generating millions of dollars in new business and reaffirming Canada's commitment to the Canada-Chile Free Trade Agreement. Some 39 representatives from 26 companies participated in a March 2004 trade mission to Central America (Guatemala, El Salvador, Costa Rica and Panama), in a bid to further strengthen a trade relationship that neared the \$1 billion mark in 2003. An evaluation of the Team Canada Trade Mission program was undertaken with the key stakeholders, including provincial officials, SME's, big business, cultural and educational institutions. While some changes to the existing format have been suggested, most consulted felt the Team Canada concept is useful in promoting Canada in key international markets.</p> <p>A major <b>Trade Routes</b> initiative, the Canadian Forum on Cultural Enterprise: When culture talks business (Paris, France) was a unique multisectoral business gathering which provided the opportunity for Canadian arts and cultural entrepreneurs to present business opportunities, expand their network of contacts, improve their business skills and practices, and learn about the business culture of Francophone markets (particularly the concerns of European and developing countries with regard to promotion and marketing of arts and cultural products). <b>Trade Routes</b> Cultural Trade Commissioners (CTCs) also organized or supported 35 trade missions, more than double last year's number.</p>

**Plans for 2004-05 to 2007-08**

The **International Business Opportunities Centre** (IBOC) will continue to work with missions and posts abroad to bring business leads to the attention of Canadian businesses, particularly small- and medium-sized enterprises. A sector-based reorganization in 2004-05 seeks to enhance staff expertise and align services to the needs of specific sectors. IBOC will also undertake more proactive training with posts to ensure they have a full understanding of IBOC services and to improve the quality of leads provided.

**SourceCAN** will continue to focus on increasing awareness and use of its services by reaching out to current users (to ensure they are optimizing their use of the system), associations, regional contacts and tradeshow participants and by identifying additional partners throughout government and the private sector.

Over the next three years, CMHC will continue to encourage the Canadian housing industry to diversify housing exports to markets both within North America and beyond, and will work to facilitate access to these priority markets for Canadian housing companies.

TCI members will continue to lead, participate in and support various trade missions representing specific regions, trade sectors and client groups.

The Canadian Consulate in Munich and the European Business Development and Connectivity Initiatives Division (REB) are exploring the potential for a NEXOS mission to CeBit in March 2005.

With the **Trade Routes** program renewal, future major Trade Routes initiatives will be proposed in consultation.

## International Market Development (continued)

Strategic Goal: Enhance Canadian competitiveness in specific sectors and markets around the world

Strategic Priority	Results in 2003-04
<p>(continued)  <b>Help Canadian exporters promote their goods and services abroad through high profile foreign missions</b></p>	<p>Canada's regional development agencies continued to support trade missions for their client organizations. ACOA organized two Team Canada Atlantic Missions to Washington, D.C. during which 70 Atlantic Canadian firms participating in over 480 meetings with U.S. companies, generated short-term sales of \$1 million and more than \$65 million in anticipated future sales. ACOA also organized eight Atlantic trade missions (e.g., Scandinavia, France and New York) that generated millions in new sales. CED supported more than 2,300 firms that participated in 237 trade missions in countries such as France, Brazil, New Zealand, the United States and Benin. On behalf of 16 Northern Ontario firms, FedNor supported a Trade Mission to Detroit that yielded anticipated short-term sales of \$545,000 and one to Chicago, during which 18 Northern Ontario firms participated in National Manufacturing Week trade show and 125 business-to-business meetings. Another 30 mining supply companies and economic development officials from Northeastern Ontario participated in a business-to-business matchmaking exercise at Chile's ExpoNor 2003, one of the biggest mining trade shows in South America. WD supported Canadian participation in such Vancouver-based international conferences, trade shows and missions as the Globe Environmental Technologies Trade Fair 2004, the Hydrogen and Fuel Cells International Conference, the VidFest International Digital Festival, the 2nd Annual Bio partnering North America Conference and the Women Trading Globally international conference.</p>
<p><b>Help Canadian exporters in key priority sectors by supporting their participation in trade fairs and trade-related events around the world</b></p>	<p>Established in 2001-02, <b>Brand Canada</b>, an initiative of TCI, enhances the profile and image of Canada as a source of innovative, high-quality goods and services for international visitors at key international trade shows. This year, the program supported the marketing efforts of hundreds of Canadian companies at 39 major international shows, almost double the number last year. A survey of foreign visitors conducted at nine of these shows demonstrated positive change in perceptions towards Canada's industrial capabilities.</p> <p>Celebrating its 20th anniversary in 2003, the <b>Canada Export Awards</b> program recognizes and celebrates Canadian companies that successfully export their products and services to markets around the world in appreciation of their contribution to Canada's economic growth.</p> <p>Under the theme <i>Partnering for Security and Prosperity</i>, about 2,000 of the world's top academic, business, NGO and political luminaries met at the World Economic Forum (WEF) in Davos, Switzerland in January 2004. Canada's presence was strong, featuring the Prime Minister, the federal ministers of International Trade and of Industry Canada, provincial delegations from Quebec, Ontario and British Columbia, and about 50 Canadian businesses. Several Canadian initiatives on the margins of the WEF were used to promote Canadian viewpoints and Canada as an important investment location.</p> <p><b>Trade Routes</b> provided \$1.3 million in funding to support 61 Canadian entrepreneurs participating in trade fairs and trade-related events around the world. Among them were the San Francisco International Art Exposition, the Frankfurt Book Fair, Hot Docs (Toronto), Association of Performing Arts Presenters Annual Conference (New York), MILIA 2003 (France) and MIDEM 2003 (France).</p>



### Plans for 2004-05 to 2007-08

ACOA has plans for a number of pan-Atlantic trade missions, including: an aerospace technology and trade mission to Farnborough International (U.K.), the Acadian International Expo 2004 (Halifax), a technology, trade and investment mission to Sea Tech Week (France), a trade and investment mission to BIO (New York), a Team Canada Atlantic Mission to Chicago, a trade, investment, tourism and culture mission to World's Fair EXPO 2005 (Japan), and a trade mission to Aqua Nor 2005 (Norway). FedNor will support a November 2004 event called Naturallia. The international forum organized by Collège Boréal will bring together over 200 leaders in the mining and forestry sectors from five continents to discuss cooperative action and business partnerships. FedNor will also support trade missions to Italy and Mexico. WD has identified a number of trade shows and missions that it will participate in and/or support in 2004-05. Among them are: CoreNet Global Summit 2004, a Western Canada Technology Capabilities Study Tour, the BC Export Awards 2004, and the First Annual Procurement Conference of the Americas delivered jointly with the Canadian Commercial Corporation and the US General Services Administration.

**Brand Canada** will continue to work closely with partners to enhance participation at key international trade shows. In 2004-05, the program will fund initiatives at 26 shows involving nearly 1000 Canadian exhibitors. The highly successful program will be seeking a renewal of funding which is scheduled to expire in 2004-05.

The **Canada Export Awards** program will be revamped to enhance the recognition of Canadian companies who are helping ensure Canada's place in the 21st century economy. Changes will include a new advertising campaign in regional/national publications that highlights outstanding exporters, promotes the TCS, International Trade Centres (ITCs) and other services, provides an enhanced profile to ministerial outreach and increases Canadian awareness and appreciation of Canada's trade priorities.

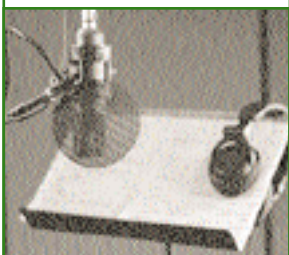
Continued high levels of Canadian participation are expected at the annual World Economic Forum (WEF) given the success of Canadian events on the margins of last year's gathering. There will be a continued focus on initiatives that raise Canada's profile and presence at the WEF, especially on trade and investment issues.

**Trade Routes** will continue to support Canadian arts and cultural entrepreneurs' participation in key international events.

## International Market Development (continued)

Strategic Goal: Enhance Canadian competitiveness in specific sectors and markets around the world

Strategic Priority	Results in 2003-04
<p>(continued)  <b>Help Canadian exporters in key priority sectors by supporting their participation in trade fairs and trade-related events around the world</b></p>	<p>The <b>Trade Team Canada Sector</b> teams (TTCS) support Canadian business participation in missions and trade fairs abroad and host foreign buyer missions to Canada. Over 80% of participants surveyed indicate that these activities help them access new markets and maintain or enhance their presence in foreign markets. Specific activities include:</p> <p><b>TTC Aerospace and Defence</b> supported over 137 Canadian firms attending key international air and defence shows, including the 2003 Paris Air Show (France), the Aerospace Congress and Exhibition (Canada), DSEi Defence Systems and Equipment International (U.K.), MRO 2004 (U.S.) and Heli Expo 2003 (U.S.). Despite the war in Iraq and an overall decline in the sales output of the industry, participation in these events continues to grow. A survey of participants at the Paris Air Show revealed 90% satisfaction. Early registration for Farnborough 2004 indicates that the numbers participating will be up again.</p> <p>Under the new <b>Agricultural Policy Framework</b> launched last year, <b>TTC Agriculture, Food and Beverages</b> supported Canadian company participation in such major international trade fairs as BIOFACH 2004 (Germany), the Westcoast Food Show (U.S.), ANUGA 2003 (Germany) and FOODEX 2004 (Japan). In all, over 130 Canadian companies participated in these shows, reporting over \$12 million in on-site sales and more than 1,050 sales leads.</p> <p><b>TTC Automotive</b> supported 45 Canadian companies as they participated in such international trade fairs as the SAE Congress (Detroit), International BAIKA (Germany) and the Tokyo Motor Show (Japan). The team also organized trade missions to Japan, Germany for automotive original equipment suppliers, one to Mexico for aftermarket equipment suppliers and hosted an Original Equipment Mission from France.</p> <p><b>TTC Bio-Industries</b> supported the participation of 160 Canadian bio-tech organizations at BIO 2003 (Washington, D.C.) and BIO 2004 (San Francisco), the world's largest biotechnology conference. In addition to organizing the Canadian Pavillion and hosting Canada/Global Partnering and Venture Capital Seminars at both events, the team also organized various reception and networking events. Over 90% of Canadian participants at the events cited enhanced business prospects and over 60% reported on-site sales of \$100,000 or more.</p> <p><b>TTC Cultural Goods and Services</b> supported and provided information to its members and other arts and cultural entrepreneurs. Four reports, focusing on the American and Australian markets, were made available on the TTC CGS website: <i>Administrative Procedures Affecting Market Access [to the United States] for Canadian Cultural Industries</i>, <i>The Visual Arts Market in the Tri-State Area for Canadian Art Galleries</i>, <i>Eastern United States of America Market Study</i>, and <i>The Country Music Market in Australia</i>.</p> <p><b>TTC Electric Power Equipment and Services</b> supported 45 Canadian companies' participation in PowerGen International (Las Vegas). Over 50 Canadian companies participated in a Japanese Power Mission to Canada, with several then taking part in a subsequent Nuclear Power Mission to Japan.</p>





**Plans for 2004-05 to 2007-08**

**TTC Aerospace and Defence** will continue to participate in such high-profile industry events as the Farnborough International Air Show 2004 (U.K.) and MRO 2005 (U.S.). At Farnborough, for example, the team will organize a Canadian Pavillion, a Canadian Showcase, a Canadian Chalet, a Ministerial program, an investment program, a market intelligence and information program, and various media and networking events. Activities at MRO 2005 will include organizing a booth, producing a guide and hosting a range of networking activities. New initiatives for 2004 include an expanded market intelligence program, use of electronic distribution of reports and information, and the launch of a major Canadian aerospace project.

**TTC Agriculture, Food and Beverages** will continue to support Canadian company participation in major international trade fairs such as SIAL 2004 (Paris), European Seafood Show (Belguim), BIOFACH (Germany), and Alimentaria (Mexico). At SIAL 2004, Canada will also have a promotional bookmark inserted into all show programs and will have one of only 10 promotional logos printed on the trade show map. At BIOFACH, there will be a Canada Night to celebrate our nation's diversity, innovation, culture and tourism.

**TTC Automotive** will continue to encourage and support Canadian participation in such major international automotive shows as the SAE World Congress (U.S.), the Tokyo Motor Show (Japan) and AM Industry Week (U.S.). A Fall 2004 OE Trade Mission to Germany and Central Europe is one of a number planned over the next three years.

**TTC Bio-Industries** is planning participation in BIO 2005 (Philadelphia) to brand Canadian trade, investment and innovation.

**TTC Cultural Goods and Services** will continue to lead on the 'evergreen' International Trade Action Plans for craft, design, film and television, music and sound recording, new media, performing arts, publishing and visual arts.

**TTC Electric Power Equipment and Services** is planning participation in HydroVision (Montreal) at which some 45 Canadian companies are expected to exhibit, and the Nuclear Technology Exhibit (Washington, D.C.). The team is also organizing an Electric Power Mission to Mexico and planning for an anticipated incoming Power Mission from Russia.

## International Market Development (continued)

Strategic Goal: Enhance Canadian competitiveness in specific sectors and markets around the world

Strategic Priority	Results in 2003-04
<p>(continued)  <b>Help Canadian exporters in key priority sectors by supporting their participation in trade fairs and trade-related events around the world</b></p>	<p><b>TTC Environmental Industries</b> supported the participation of 71 Canadian companies in missions to Mexico, Poland, China and India including Canadian exhibitions at Enviro-Pro/PowerMex (Mexico), POLEKO 2004 (Poland), CIEPEC (China) and the Climate Change Technology Bazaar (India). 11 Canadian companies were also supported in auxiliary events organized in Hungary and Poland. At Globe 2004 (Vancouver) the team supported and hosted seven international-focused sessions for Canadian companies. Each session involved 50-100 Canadian companies.</p> <p>Launched as a pilot project in 1999 and recognized worldwide for its innovative partnership approach to sustainable economic development, the <b>Sustainable Cities Initiative (SCI)</b> provides a framework for the identification of partnership projects between Canadian organizations and participating municipalities abroad. Over 700 Canadian firms, government and non-governmental organizations and 1,300 individuals are now involved in projects ranging from full-scale sustainable waste management systems, to stormwater/sewage master plans or expansions, tourism initiatives, telecommunications, energy management and urban transportation. This year, a number of new cooperation and trade opportunities were identified and several new strategic alliances were formed.</p> <p><b>TTC Health Industries</b> supported over 50 participants in such major international trade shows as Medica 2003 (Germany), the world's largest health care industry trade fair. Over 90% of the participants felt their involvement would yield important business opportunities; some 80% reported identifying solid on-site sales leads.</p> <p><b>TTC Information and Communications Technologies</b> organized and supported more than 400 Canadian ICT companies' participation in such international trade shows and events as Conip Congress on E-Government (Brazil), the China High-Tech Fair, ITU World Telecom (Switzerland), PT Wireless (China), World Summit Information Society (Switzerland), NASSCOM (India), Supercomm 2004 (India), ExpoComm 2004 (Mexico), CeBIT 2004 (Germany). As a result of participating in these events, Canadian participants reported over 500 leads and approximately \$170.5 million in on-site and follow-up sales, as well as a number of sales agents and distribution agreements. Canada also participated in the 28th and 29th APEC TEL Working Group Meetings (Taiwan and Hong Kong). Trade missions to India and Pakistan were also supported, as were a number of visiting delegations from Australia, Europe, Ireland, Iran, Hong Kong and Mexico.</p> <p><b>TTC Oil and Gas Equipment and Services</b> supported the participation of over 200 Canadian companies in such international trade shows as Offshore Technology Conference (Houston), EXITEP 2003 (Mexico), Offshore Europe (Scotland), KIOGE 2003 (Russia) and the 2003 Society of Petroleum Engineers Annual Technical Conference and Exhibition (Denver). The team also supported a Canadian Oil and Gas Business Development Mission to Mexico and hosted eight sessions for Canadian companies interested in hearing the experiences and learnings of various Canadian exporters doing business in such countries as Chad, Brazil, Venezuela, UAE, Iran and Iraq.</p>



**Plans for 2004-05 to 2007-08**

**TTC Environmental Industries** has committed to a 3-5 year plan for India and China. Each fiscal year, with the input of partners including industry, the team will lead a mission to multiple cities in each country, delivering a program that includes trade show exhibitions, technology showcases, climate change workshops, company briefing sessions, Canadian receptions, site tours, matchmaking and group meetings. The team will also continue to participate at Globe (Vancouver) and Americana (Montreal) in alternating years, supporting a Canada Pavilion exhibit and market specific workshops.

**The Sustainable Cities Initiative (SCI)** funding sunsets March 31, 2005 and efforts are now underway to determine a strategy and method for renewal of the programme. In the interim, supported by a cash management situation to March 31, 2006, the SCI will continue to work closely with its partner cities to facilitate sustainable development and encourage trade and investment by providing opportunities to showcase and apply Canada's expertise, technologies and services in priority areas for sustainable urban development (i.e., urban planning, clean water, waste management, transportation, housing, capacity-building, telecommunications, urban infrastructure, etc.). In addition, the SCI's Business Advisory Committee has formed a Financing Task Force to respond to and strategize on the important challenge of project financing.

**TTC Health Industries** will continue to support Canadian company participation in MEDICA for the next few years, focusing on developing a common pavilion design to enhance Canada's visibility and branding, producing an annual Canadian company profile brochure, a Health Technologies Industry CD Rom and other information products as appropriate. On-site networking receptions will also be organized each year to attract foreign delegates.

**TTC Information and Communications Technologies** will continue to support Canadian company participation in sector-specific trade shows such as the Hong Kong Information Infrastructure Expo (China), Communication Asia/Broadcast Asia 2004 (Singapore) and ITU Telecom Asia 2004 (Korea). The team will also continue to organize and support incoming trade missions, seminars, workshops and matchmaking events as requests are received.

**TTC Oil and Gas Equipment and Services** will continue to encourage and support Canadian participation in such trade shows as the Offshore Technology Conference (Houston), Global Petroleum Show (Calgary) and the Society of Petroleum Engineers Annual Technical Conference and Exhibition (Houston). The team will also continue to organize regular regional meetings to highlight its services and developments in key target markets.

## International Market Development (continued)

Strategic Goal: Enhance Canadian competitiveness in specific sectors and markets around the world

Strategic Priority	Results in 2003-04
<p>(continued)  <b>Help Canadian exporters in key priority sectors by supporting their participation in trade fairs and trade-related events around the world</b></p> 	<p><b>TTC Plastics</b> supported 42 companies participating in such international events as Les Journées européennes des composites (France), Plast 2003 (Italy), the National Plastics Exhibition (Chicago), Plastics Phillipines (Manila), Chinaplas 2004 (China) and Composites 2003 (Anaheim).</p> <p>Based on the findings of last year's task groups on financing issues, priority markets and international development business opportunities, <b>TTC Service Industries</b> focused on a few key trade shows, trade missions and added an additional emphasis on promoting greater use of existing export tools. A number of information products were introduced, enhanced or updated during the year, including <i>Take-A-World-View</i>, <i>Export Your Services</i>, an electronic <i>Roadmap to International Development Business</i> (IFI/UN markets), Helsinki and Vienna as Springboards to Business Opportunities in Eastern Europe, and an <i>International Project Development Roadmap</i>. TTCSI participated and supported a number of tradeshow and missions including: Education Market (WEM) (Portugal), British Education Trade Show (BETTS) (U.K.), an incoming trade mission from the Panama Canal Authority and participated in three environmental trade missions to enhance presence of Canadian service providers and their wide range of relevant service to environmental projects (Mexico, Poland, China).</p> <p><b>TTC Wood Products and Other Building Materials</b> supported Canadian participation in such international trade events as Interzum (Germany), the world's largest trade fair for furniture production and interiors and for forest and wood products. Some 19 Canadian companies and trade associations exhibited in the Canada Pavilion. Several Canadians missions visited Interzum, including 18 companies from Atlantic Canada, 25 from Lac St-Jean region of Quebec and 35 with the Centre de recherche industriel du Quebec (CRIQ). The TTCS secured funding and participated at the International Builders' Show (IBS) in Las Vegas and staffed the Canadian Pavilion with the Atlanta Consulate commercial officer for the sector. The show attracted over 100,000 visitors; 25 Canadian exhibitors in the Canadian Pavilion and; 90 other Canadian exhibitors in various other Halls of this largest show in the U.S.</p>
<p><b>Provide market development funding</b></p>	<p>Some 617 Canadian companies and 57 trade associations received \$10.4 million in financial assistance through the Program for Export Market Development (PEMD).</p> <p>The Business Development Bank of Canada (BDC) provided over \$2 billion in financial support - loans, venture capital and consulting services - to over 7,000 commercially viable small- and medium-sized Canadian businesses. BDC's unique and specialized solutions include long-term financing with flexible repayment and a single approach for working capital needs to support the development of new products and export markets. BDC Consulting Group delivers specialized export advice to help businesses become export-savvy by assessing global opportunities, increasing production capacity while establishing international trade contacts and conforming to international regulations. BDC's Going Global solution provides a step-by-step approach to exporting that includes practical, authoritative information to help evaluate export potential and readiness.</p> <p>The <b>Agri-Food Trade Program</b> provided \$26 million to 98 national industry associations and 38 client firms for the development of international markets for agriculture, agri-food, food, beverage and seafood products.</p>

### Plans for 2004-05 to 2007-08

**TTC Plastics** will continue to encourage and support Canadian company participation in such important international events as Plast-Ex 2004 (Toronto), Plast 2006 (Italy) Plast Imagen 2005 and 2006 (Mexico), Expolast 2005 (Montreal), Plastindia 2005 (India), Argenplas 2006 (Brazil), the National Plastics Exposition 2006 (Chicago), Chinaplas 2005 and 2006 (China), Composites 2004 and 2006, and Brasilplast 2006 (Brazil). The team is also planning a mould makers mission to Cleveland.

**TTC Service Industries** will continue to implement recommendations made by the task groups, including enhancing industry awareness of available tools and services, the upgrading of export financing know-how, participating in the Canadian Manufacturers and Exporters' Manufacturing 20/20 and in 'Springboard to Eastern Europe' events being organized by the foreign posts in Vienna and Helsinki (2004-05), and possibly Hong Kong, Singapore, Johannesburg and Miami (2005-07). Training seminars for new service exporters with a particular focus on financing will also be offered.

Having identified priority markets as the U.S., Japan (and North Asia) and Germany (and Western Europe), **TTC Wood Products and Other Building Materials** plans to participate in such upcoming trade events as Interbuild 2004 and 2006 (UK), Interzum 2005 and 2007, Salon maison bois (France), Plan Expo (Ireland), the Japan Home Show (Japan), the International Builders Show (Ontario) and Bau (Germany).

TCI members will continue to support Canadian exporters through various market development funding programs.

## International Market Development (continued)

Strategic Goal: Enhance Canadian competitiveness in specific sectors and markets around the world

Strategic Priority	Results in 2003-04
<p>(continued) Provide market development funding</p>	<p>Within just five months into its fiscal year, the <b>Trade Routes</b> Contributions Program was oversubscribed at a rate of 2.5:1. At the end of 2003-04, the program had allocated about \$2 million in support to 67 arts and culture recipients across Canada.</p> <p><b>Canada Wood</b> provided \$5.51 million in support for 15 wood industry associations representing over 1,000 wood products firms in Canada. The five-year, \$35 million program cost shares with industry on initiatives aimed at expanding export opportunities for Canada's wood products. Projects supported this year included: Canada Wood offices in Beijing, Shanghai, Tokyo, Brussels, and London; promotional representation in Seoul, South Korea and Taipei, Taiwan; 19 market studies completed for China, Europe, Japan and Mexico; industry-led web portal for information on Canadian wood products; a strong Canada Wood presence at Interbuild a major international trade show in the U.K. In October 2003, the new Taiwanese wood frame construction code was proclaimed, making North American wood products acceptable for construction in that market; and in January 2004, the Chinese timber structural design building code was implemented, allowing the construction of North American wood-frame houses using Canadian products, grading rules and design properties.</p> <p>Under Western Economic Diversification's <b>International Trade Personnel</b> program, over \$2.8 million in financial support was provided to 66 small- and medium-sized western Canadian businesses. This program allowed these companies to cost-share with WED in the hiring of 82 recent graduates to work on 2-3 year international market development projects.</p> <p><b>CIDA Inc</b> approved spending close to \$52 million to help 154 Canadian firms seeking opportunities overseas.</p>
<p>Deliver world-class risk management, trade finance and contracting solutions</p>	<p>Export Development Canada (EDC) offers Canadian exporters trade financing, insurance and bonding services as well as foreign market expertise that help them compete in world markets. In 2003, EDC extended \$51.9 billion in trade finance and risk management services to finance or insure Canadian export sales and investments in over 140 markets on behalf of 7,172 Canadian businesses, the majority of which were small- and medium-sized enterprises (SMEs). EDC signed up 18 per cent more customers than in 2002 for advance payment and performance-related bonding support, providing the insurance needed by SMEs to get additional financing capacity from financial institutions. EDC also improved the technology used to serve SMEs, enabling them to more efficiently apply for and renew policies via e-commerce tools, including the online Receivable Insurance Centre.</p> <p>As Canada's export contracting agency, CCC (the Canadian Commercial Corporation) offers a range of services to improve a Canadian exporter's ability to win international contracts, including: export project promotion support, advice on bid or proposal preparation and submission, assistance with contract structuring and negotiation, as well as contract monitoring and administration. In 2003-2004, 3,702 Canadian exporters accessed CCC services and won \$1.144 billion in export sales in 25 countries with CCC assistance.</p>



**Plans for 2004-05 to 2007-08**

Extended for an additional fiscal year, the **Trade Routes** Contributions Program will be open for business in 2004-05.

Promotional efforts to increase awareness of the **Canada Wood Export Program** will include: an e-bulletin directly to private industry; Canada Wood Days joint seminars in the U.K.; technical seminars in Japan; and participation at five major trade shows in China and Japan. Service improvements will include a web-based, on-line claim and management information system.

EDC has set a target of serving 8,000 customers by 2004 by reaching out to new exporters and investors, and by supporting existing customers as they strive to increase their exports. As EDC develops new financial solutions for its customers, new tools are added and others updated to respond to developments in the consensus and financial markets. At this time, EDC is reviewing how it can enhance its product offering to more effectively partner with banks in the provision of financial services to Canadian companies.

Having reconfigured CCC's non-Defence production Sharing Arrangement business from a cost recovery model to one based on a fee for service model in 2002, CCC will introduce additional pricing options for the purchase of its bundled International Prime Contractor Service to better serve the needs of its clients. Target for business volume for 2004-2005 is \$1.2 billion.

*Photo credits*

Agriculture and Agri-Food Canada, cover and pages 10 and 16.

Canadian Heritage, cover and page 20.

Natural Resources Canada, cover and pages 6, 8, 22 and 24

Indian and Northern Affairs Canada, pages 12 and 14