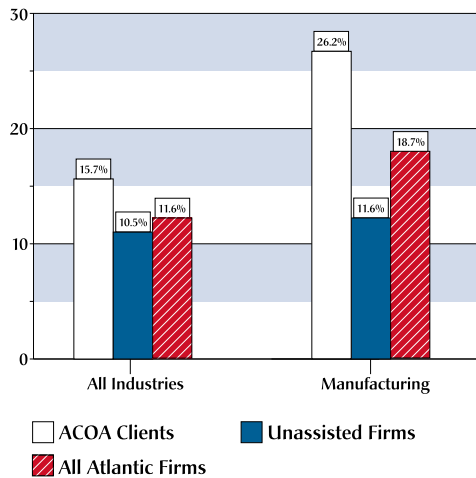


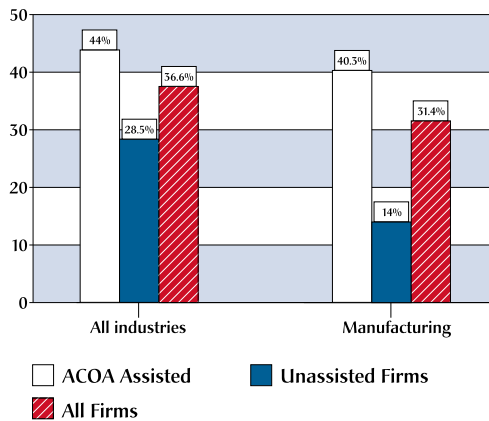
Productivity Growth- Sales per employee - 1993-1997
(% increase)



*Source: Statistics Canada

The contribution of ACOA programs to productivity growth rates is evident, especially in the manufacturing sector.

Growth in Number of Exporters - 1993-1997
(% increase)



*Source: Statistics Canada

ACOA programming has made a difference in the number of exporters.

To obtain the full Report:

Performance Reports are public overviews of departmental accomplishments. Each department of the Government of Canada must submit a report annually. They are tabled in Parliament by the President of the Treasury Board on behalf of the ministers who preside over these organizations.

To obtain a copy of the **Atlantic Canada Opportunities Agency Performance Report for the Period ending March 31, 2001**, please call Communications Branch, ACOA Head Office at 1-800-561-7862 or write:

Atlantic Canada Opportunities Agency
 Communications Branch
 Head Office
 P.O. Box 6051
 644 Main Street
 Moncton, New Brunswick
 E1C 9J8

Also available on our website at:

<http://www.acoa-apeca.gc.ca>

A Commitment to Sustainable Development

At ACOA we believe that a healthy environment is essential to the development of a strong, growing and sustainable economy. We are committed to protecting the environment of this region by setting an example in the environmental management of ACOA's own operations, by promoting sustainable businesses in the Atlantic region, and by advancing the environmental industry sector in Atlantic Canada.



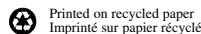
Atlantic Canada Opportunities Agency

Agence de promotion économique du Canada atlantique



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Atlantic Canada Opportunities Agency Performance Report

In 2000-2001, ACOA marked its fourteenth year of working in cooperation with Atlantic Canadians to increase economic development opportunities for the region. ACOA's contribution to the government priority of building a world-leading economy is made, in part, through efforts to create opportunities by implementing the Government of Canada's priorities in Innovation, Skills and Learning, and Trade and Investment

In assisting the Atlantic Region to become a leader in the global knowledge based economy, ACOA programming has contributed to productivity and exporting growth of Atlantic SMEs. As a result of this success, ACOA clients have repaid \$154 million in contributions for reinvestment in SMEs.

Highlights of the ACOA Performance Report

For the period ending
 March 31, 2001



Atlantic Canada Opportunities Agency

Agence de promotion économique du Canada atlantique



ACOA Key Performance Results 2000-2001

Key ACOA Commitments

ACOA had three broad goals in fiscal year 2000-2001:

- improved growth and competitiveness of Atlantic SMEs;
- increased economic opportunities for rural Atlantic Canada;
- greater economic activity through national policies sensitive to the needs of the region.

The achievement of these three broad goals was pursued through ACOA's six strategic priorities:

- entrepreneurship and business skills development;
- trade, tourism and investment;
- innovation;
- access to capital and information;
- community economic development;
- policy, advocacy and coordination.

A New Initiative

The Atlantic Investment Partnership (AIP) was launched in June 2001. The AIP will build on the success of ACOA programming by extending further support to productivity and competitiveness. This five-year, \$700 million initiative features a balanced mix of strategic investments and initiatives to help Atlantic Canada innovate and compete in the global, knowledge-based economy.

Partners

In keeping with the Government of Canada's commitment to be guided by the values of Canadians, ACOA's approach continues to be based on partnerships with the business community (SMEs and business associations), the provincial governments, other federal departments and agencies, educational and research institutions, municipalities and community-based economic development organizations.



Key Commitment #1

Improved growth and competitiveness of Atlantic SMEs

TARGETS

- Promote venture capital
- Assist 1,000 SMEs to create jobs
- Assist 40 exporters to secure new markets
- 450 loans to young entrepreneurs
- Enhance SME owner/operator management skills
- 20 new partnerships for technology development and commercialization
- \$10 of economic impact for every \$1 spent on marketing by the Atlantic Canada Tourism Partnership marketing campaign

RESULTS

- Support to five funds resulting in approximately 350 jobs in technology-based companies
- Over 900 SMEs assisted (includes not-for-profit companies providing services in support of job creation)
- 45 existing exporters established in new markets
- \$4.5M for 389 loans to young entrepreneurs; employment impact 700 jobs
- In NB, 700 small business operators attended business management skills training; in NS and PEI, 500 SMEs participated in e-commerce awareness sessions
- 32 new partnerships created
- \$8.95 economic return for the region for every \$1 spent in marketing



Key Commitment #2

Economic opportunities for rural Atlantic Canada through Community Economic Development

TARGETS

- Communities' self-development and alternative employment in areas affected by the closure of the Atlantic groundfish fishery
- 1,250 loans by Community Business Development Corporations (CBDC)
- 8,000 enquiries/information requests and counselling sessions by CBDCs
- Expanded access to government business services in rural and aboriginal communities

RESULTS

- New Community Capital Fund in NF - \$3.3M in projects - 329 jobs
- Canadian Fisheries Adjustment and Restructuring Program - in NS \$4.5M in projects - in NF \$32.9M in projects
- 1,100 loans; employment impact over 2,400 jobs



Key Commitment #3

Greater Economic activity in Atlantic Canada through national policies sensitive to the needs of the region

TARGETS

- Promote greater understanding of the economic challenges and opportunities facing the region
- Improved access to federal contracts for Atlantic firms to build the industrial capacity of the region
- Coordination of economic development activities

RESULTS

- Launch of the Atlantic Investment Partnership
- \$167M in Industrial and regional benefits for Atlantic firms on major crown projects
- Team Canada Atlantic mission to New England led by the Prime Minister resulted in over \$2.3M in short term sales;
- Team Canada Atlantic mission to Boston led by ACOA's Minister resulted in over \$1.9M in short term sales