



TEAM CANADA INC • ANNUAL REPORT 2005



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 prepare to effectively and profitably engage in world markets.

## OUR CONTRIBUTION TO CANADIAN BUSINESS

TCI offers a single point of access to export information, counseling, 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 Canadian business preparing to enter into international business.

1 888 811-1119

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



TCI members and partners deliver services to Canadian businesses through an extensive and expanding network that includes:

### **OUR MEMBERS IN 2004-2005**

16 federal departments and agencies working to help Canadian businesses succeed in world markets, including Agriculture and Agri-Food Canada; Atlantic Canada Opportunities Agency; Canada Economic Development 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; Industry Canada; International Trade Canada; National Research Council Canada; Natural Resources Canada; Statistics Canada; Western Economic Diversification Canada.

### **CANADIAN TRADE COMMISSIONER SERVICE**

Part of International Trade Canada, the Canadian Trade Commissioner Service is comprised of 800 trade commissioners working in 140 offices abroad and another 100 trade commissioners operating in 12 regional offices across Canada. The trade commissioners support export-ready Canadian companies in their pursuit of global market success.

### **REGIONAL TRADE NETWORKS**

In every region across Canada, these provincially-based partnerships of export service providers bring together federal, provincial/territorial governments, industry associations and private sector players to help local businesses succeed in exporting through organization of events, skills development training, seminars, info fairs, etc.

### **CANADA BUSINESS**

Located in every province and territory, and working with over 300 regional access partners across Canada, Canada Business (formerly known as Canada Business Service Centres) operates TCI's toll-free Export Information Service and delivers a wide range of information on business services, programs and regulations. Canada Business 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 Canada Business locations also provide a walk-in service.

### **TRADE TEAM CANADA SECTORS**

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.

### **PROVINCIAL, TERRITORIAL AND MUNICIPAL GOVERNMENTS**

Provincial, territorial and municipal governments across Canada are excellent sources of assistance for exporters, offering a range of programs and services through local departments, agencies and economic development offices.

## ASSOCIATIONS, EDUCATIONAL INSTITUTIONS AND PRIVATE INDUSTRY

Associations, educational institutions and the private sector are essential players in Canada’s export development efforts. Rural community organizations, economic development corporations, trade and business associations provide business development advice to companies in specific locations or sectors. Educational organizations such as the Forum for International Trade Training frequently offer international trade training across Canada, 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 to maximize their export success.

## THE EXPORT SERVICES CONTINUUM

General Information	Skills Development	Export Counseling	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. Market</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 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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*The Annual Report of Team Canada Inc for the year ending March 31, 2005 is published in accordance with TCI's Governance Framework. Unless otherwise stated, all reporting is for Fiscal Year 2004-05.*

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## MESSAGE FROM THE TCI MANAGEMENT BOARD



The TCI Management Board is pleased to present the 2004-05 Annual Report for Team Canada Inc (TCI).

For almost a decade, TCI has worked to provide Canadian businesses with easy, one-stop access to the wide range of information and services designed to support their international business ambitions.

Again this year, TCI served Canadian businesses in every region and across all sectors of the Canadian economy. We supported thousands of Canadian companies – particularly small and medium sized enterprises (SMEs) – by providing trade information and counseling services on-line through ExportSource.ca and through its toll-free 1-888 Export Information Service. We also continued to act as an important point of access to the market intelligence, financial assistance and on-the-ground trade support available from federal, provincial and territorial governments and the private sector. TCI's core tools were used more than 380,000 times in 2004-05,

with high levels of client satisfaction across the board.

The TCI Management Board recognizes that international business has fundamentally changed since TCI began operating almost a decade ago. Continuous advances in manufacturing, communications and transportation technologies, and dramatic increases in the mobility of financial capital, information and people have fundamentally re-shaped the global competitive landscape. Old business models have been replaced with new ones driven by foreign investment and innovation. Business is integrating across borders and firms are increasingly locating their production, supply, investment and partnership activities to cost competitive locations around the world.

Clearly, TCI's support for Canadian business may need to change to reflect these new realities. Supporting Canadian companies' engagement in international markets is no longer merely a question of helping them to expand their exports. It is about helping





them: gain access to competitively priced inputs; attract foreign investment; engage in intellectual property development; make the right science and technology linkages; and access markets and distribution networks – all are critical elements of a company’s capacity to succeed in today’s global business environment.

In that regard, we must closely examine how TCI’s efforts can be adapted to address the intensifying needs of Canadian business for the kinds of strategic, timely and relevant knowledge and tools to adjust their commercial strategies across the full spectrum of global commerce – including sourcing, investment, R&D cooperation and commercialization – to capitalize on market opportunities and addressing new forms of competition and uncertainty.

The TCI Management Board will be re-examining TCI’s role in meeting the strategic planning and horizontal management needs of its members and partners. While our whole-of-government partnership is evolving, one thing remains unwavering – TCI’s strong commitment to a strongly-integrated *Team Canada* approach to supporting Canada’s international commercial success and prosperity.

A handwritten signature in black ink, appearing to read 'Sara Hradecky', written over a white background.

**Sara Hradecky, Chair  
TCI Management Board**

## SELECTED ACHIEVEMENTS IN 2004-05

TCI members and partners:

- ▶ Recorded over 370,000 visits to **ExportSource.ca**, a 13.4% increase over last year and more than double the levels of five years ago. Some 80% of the site's users indicate they intend to use the service again.
- ▶ TCI's toll-free **1-888 Export Information Service** answered 12,385 calls and posted an 85% client satisfaction rate.
- ▶ Members of the **Canadian Trade Commissioner Service** working in 140 posts abroad handled 35,674 client transactions, including 10,188 market prospects, 6,171 local company reports, 9,235 key contact searches, 8,570 face-to-face briefings and 1,510 troubleshooting cases. Trade commissioners in regional offices across Canada provided export counseling to over 6,800 clients and supported another 19,955 clients at 454 trade and investment events and missions.
- ▶ **SourceCAN** electronically distributed over 553,000 business opportunities to 60,000 registered users, resulting in over \$784 million in new sales contracts.
- ▶ Since the inception of the **International Business Opportunities Centre (IBOC)** ten years ago, IBOC's targeted trade opportunities have produced over 460,000 potential matches to the export capabilities of Canadian companies. In 2004 alone, over 6,000 IBOC leads produced 60,000 matches/contacts with Canadian companies.
- ▶ Organized major strategic Canadian trade missions to coincide with official visits by the Prime Minister to Brazil and China. Led by the Minister of International Trade, the mission to China was the largest Canadian trade mission ever, with over 370 Canadian participants.



- ▶ Increased the number of client contacts registered with the **Virtual Trade Commissioner** from 11,400 to 17,400.
- ▶ Published 207 Market Reports, Country Sector Profiles and Market Briefs for clients registered to receive them through **InfoExport**, the Virtual Trade Commissioner and at trade shows and other events.
- ▶ Supported hundreds of Canadian companies' participation in more than 100 trade fairs and other related events across Canada and around the world.
- ▶ Extended \$54.9 billion in trade financing and risk management services to 6,962 Canadian businesses selling and investing abroad in 2004. Expanded **Export Development Canada's** network of permanent representatives in strategic markets to include Rio de Janeiro, Brazil and Kuala Lumpur, Malaysia.
- ▶ Facilitated \$68 million worth of Canadian housing products exports. This number represents over 180 individual transactions, a 50% increase over the previous year. Also provided \$6.3 million in support for 14 wood industry associations representing over 1,000 wood products firms in Canada.
- ▶ Provided \$29.5 million to 58 industry associations and companies for the development of international markets for agriculture, agri-food, food, beverage and seafood products.
- ▶ Increased the number of Canadian Automated Export Declaration registrants to 33,000, up from just over 20,000 the previous year.

*For further information on TCI achievements in 2004-05, see Detailed Achievements and Plans for the Future.*

## PLANS AND PRIORITIES FOR 2005-06

*Representing close to 40% of Canada's gross domestic product and linked to one-quarter of all Canadian jobs, exports are clearly the lifeblood of Canada's economy. Our nation continues to benefit greatly from Canadian exporting successes. We are a magnet for talent and investment and we rely on our exporting business community to continue to innovate and grow as well as generate jobs for Canadians.*

### *Strategic Directions*

TCI and its partners are committed to supporting Canadian companies' global competitiveness by helping them to capitalize on international opportunities. 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 export information and services that are innovative and fully integrated;
- ▶ Continuously seeking opportunities to respond to the evolving needs of Canadian businesses;
- ▶ Expanding the network of service delivery partners, while strengthening communications and operations among existing partners; and
- ▶ Promoting an integrated trade agenda within the Government of Canada.

As such, TCI members and federal departments and agencies will continue to focus on fulfilling specific international commerce objectives:

- ▶ Advancing our commercial relationships with key partners and customers around the globe; and
- ▶ Providing Canadian businesses with the services they need to succeed in global markets, and
- ▶ Making Canada a magnet for investment and innovation.

Recognizing that no advantage should be taken for granted in today's rapidly changing competitive environment, this work will be carried out while remaining cognizant that:

- ▶ Canada's first international economic relationship is with the United States; and
- ▶ Canada must also position itself with other established powers like the European Union and Japan, as well as new economic powers like China, India and Brazil.

*Note: More detailed information about how TCI and its member organizations are delivering on the federal trade development strategy is described in the Annex.*

### *Delivering TCI initiatives*

New investment and trade promotion synergies among TCI's membership will be pursued where appropriate. TCI will also continue to act as a sounding board for the U.S. Enhanced Representation Initiative, supporting the Government of Canada's efforts to defend and advocate Canadian interests and capitalize on business development opportunities and innovations in key markets across the U.S.

### *Client Service*

TCI will continue to expand its outreach to Canadian small- and medium-sized enterprises and potential partners.

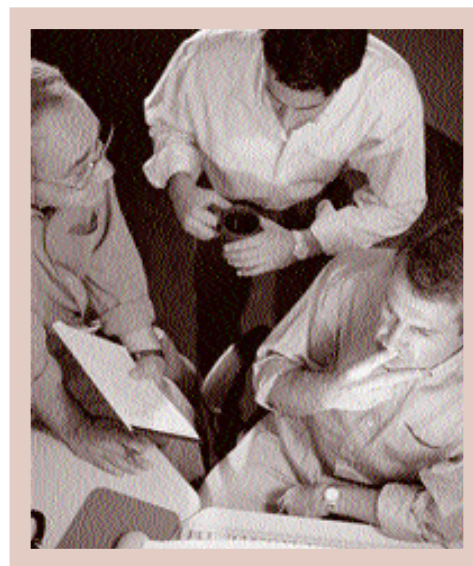
- ▶ **Establishing new partnerships.** To extend its client reach, TCI will continue its partnerships campaign, targeting key business associations, chambers of commerce and economic development offices across Canada.

▶ **Expanding existing partnerships.**

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

- ▶ **Expanding TCI tools.** Government On-Line funding will allow TCI to continue to enhance its offering of online tools in 2005-06. Consideration will be given to expanding and enhancing the Canada-India Internet portal, a TCI pilot project designed to bring together Canadian and Indian business people to pursue business opportunities. Further fine tuning will be carried out on TCI on-line tools such as the *Interactive Export Finance Guide*, the *Interactive Export Planner* and the expanded *Online Roadmap to Exporting*.

- ▶ **Reaching 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 businesses. TCI will also continue to work with the Minister of International Trade's Advisory Board that acts as a voice for the interests of smaller businesses. TCI will focus on marketing the products and services available to Canadian businesses, particularly promotional activities that have proven to yield good return on investment, including media relations, online activities and co-operative efforts with TCI members and partners.



- ▶ **Enhancing TCI management and administrative practices.** TCI will continue to develop and enhance a comprehensive and consistent approach to performance measurement reporting, including the performance measurement frameworks established for the Canada-India portal and Regional Trade Network funding. TCI's InfoPort extranet will continue to be used as a core information sharing tool. To ensure continued, high-quality information services to Canadian business clients, TCI will also examine alternative methods of enhancing and funding its direct client services, including the exporting ([exportsource.ca](http://exportsource.ca)) and importing ([importsource.ca](http://importsource.ca)) clusters on the Canada Business Internet portal and the 1-888 Export Information Service. It will also conduct a review of international business development programs and services offered to small- and medium-sized businesses by TCI members and a number of other federal departments and agencies.

# 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 2004-05
<p>Help Canadian businesses prepare for export challenges</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>Under new branding as the Trade Commissioner Service in Canada, International Trade Canada regional offices provided export counseling to some 6,800 clients and supported another 19,955 clients at 454 trade and investment events and missions. This 40% increase in clients served was achieved through strengthened partnerships, outreach with visiting trade commissioners and new programs such as the Enhanced Representation Initiative for the U.S. market. A new on-line event survey tool was introduced to help monitor the impact of ongoing efforts and continuously improve program design and delivery.</p> <p>As part of Canadian Heritage's Trade Routes' program, seven cultural trade commissioners located in Vancouver, Winnipeg, Toronto, Montreal, Moncton, Halifax and St. John's visited with more than 850 companies and organizations, and counselled more than 750 Canadian arts and cultural exporters.</p> <p>More than 1,100 entrepreneurs across Canada benefited from Going Global workshop training offered by TCI partners in conjunction with the Forum for International Trade Training. Some 95% of participants who completed workshop evaluations reported high levels of satisfaction with the sessions. There were over 14,000 visits to the new Going Global webpage, which recorded 1,152 downloads of the <i>Going Global Overview</i>. The <i>Going Global Participant Guide</i>, as well as the instructors' manual and presentation materials for all five workshops were updated, while a sixth workshop was added entitled <i>An Introduction to the Cultural Aspects of International Trade</i>. Furthermore, a Going Global Portal was developed and launched in March 2005.</p> <p>Canada's regional development agencies – the Atlantic Canada Opportunities Agency (ACOA), Western Economic Diversification Canada (WD), Canada Economic Development for Quebec Regions (CED), and FedNor – delivered individual export counseling sessions and export seminars to thousands of clients. ACOA, for example, provided regional trade information and awareness sessions to 1,705 potential exporters and delivered an additional 115 trade mentoring/coaching sessions to 373 potential exporters. As a result, 79 ACOA clients reported exporting for the first time, while an additional 83 noted securing new international markets. ACOA also engaged a number of industry associations in the development and/or implementation of 27 sector export strategies. FedNor offered 19 trade skills and development training sessions to 189 Northern Ontario companies, as well as 32 trade service seminars that attracted 600 participants. Through financial support for joint export projects with key business partners, WD supported the delivery of 18 export preparation and outreach workshops to over 800 participants, the provision of export advisory services to 196 clients and nine export market preparation events in Northern B.C. and another 22 Asian market entry support events. WD also initiated 128 Trade and Investment Projects in conjunction with a wide variety of trade, industry, social services, community and government organizations. Over 400 CED clients became export-ready, while 250 clients reported exporting for the first time and another 432 posted sales in new markets value at \$93 million.</p>



## *Export Capability & Preparedness*

**Strategic Goal: Increase the number of active exporters in Canada**

### **Plans for 2005-06 to 2008-09**

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

International Trade Canada will continue to improve coordination and communication between the Trade Commissioner Service in Canada and abroad, specifically by linking them to one another through a new client relationship management system. The regional offices will improve monitoring of the impact of their services as a way to find new ways to strengthen and build upon existing services. Regional office targets set for 2005-06 include: 100% phone call follow-up with companies newly registered in the Virtual Trade Commissioner; 100% follow-up with companies in the regions on International Business Opportunities Centre leads; boosting the number of counseling sessions with clients and achieving client satisfaction ratings of at least 84% on surveys assessing client impact at events organized or co-ordinated by the regional offices. The integration of regional office services on the Virtual Trade Commissioner is scheduled for 2005.

The Forum for International Trade Training (FITT) anticipates 10% annual increases in the number of workshop sessions held and online registrations as a result of the March 2005 introduction of a Going Global Portal, which extends the reach and impact of ongoing marketing and communications efforts. The Forum will also be partnering with various sector councils such as the Seafood Sector Council and Apparel Sector Council with a view to customizing the Going Global materials to meet the sectors' specific interests and needs. The Forum will also develop the French version of the new sixth *Going Global Workshop – An Introduction to the Cultural Aspects of International Trade*.

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. CED, for example, plans to attract 2,500 business to over 20 trade marketing, exporting and market development awareness events and support or coach an additional 565 businesses in their marketing, export or market development efforts. For its part, Atlantic Canada Opportunities Agency (ACOA) will focus on engaging industry associations in the development and implementation of sector-specific export strategies. FedNor will undertake a range of promotional activities, including three Northern Ontario Road Shows each expected to attract 25-30 participants, to be held in partnership with the Ontario Ministry of Northern Development and Mines. Western Economic Development (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.



**Export Capability & Preparedness (continued)**

Strategic Goal: Increase the number of active exporters in Canada

Strategic Priority	Results in 2004-05
<p>(continued)  <b>Help Canadian businesses prepare for export challenges</b></p>	<p>The number of registrants to the Canadian Automated Export Declaration database reached 33,000, up significantly from about 20,000 the previous year.</p> <p>Two meetings of the SME Advisory Board on International Trade allowed the Minister of International Trade to receive input from the small and medium-sized business community across Canada and to highlight TCI activities aimed at their needs. A presentation on the Trade Commissioner Service was also made at the annual meeting of the Canadian Council on Small Business and Entrepreneurship (Regina). At the Organisation for Economic Cooperation and Development (OECD) Ministerial Conference in Turkey, five Canadian companies and over two dozen partner organizations highlighted Canada’s work to bolster the export prospects of small and medium-sized businesses.</p>
<p><b>Facilitate access to fully integrated Government of Canada trade services</b></p>	<p>ExportSource.ca recorded 370,453 visits, a 13.4% increase over last year and more than double the levels of five years ago. A comprehensive survey of the site’s users revealed continuing high levels of satisfaction – 80% of users indicated they would use the service again. Calls to TCI’s toll-free 1-888 Export Information Service fell for the fifth consecutive year to 12,385, reflecting a growing preference for online services. Well over 80% of calls were answered within the prescribed services standards and a client satisfaction survey revealed an 85% satisfaction rating.</p> <p>Through active marketing of TCI products and services, TCI extended its reach to thousands more Canadian businesses across Canada. As well as adding 25 new service delivery partners, outreach and marketing efforts this year included: TCI participation in various trade shows and conferences; an email and postcard outreach effort aimed at informing 27,000 existing and potential exporters about TCI’s services; the addition to <b>ExportSource.ca</b> of a new media room section and a new <i>Export Article of the Week</i> feature to encourage the inclusion of export-related content to magazines, community newspapers, business newsletters and association publications; and various enhancements to the site’s offerings for TCI members and partners.</p> <p>Following a re-examination of how the International Trade Canada regional offices in Canada work in partnership with foreign posts, it was decided to offer services under new branding as the Trade Commissioner Service in Canada.</p> <p>Canadian Heritage’s Trade Routes program was renewed for an additional five fiscal years to March 31, 2010. The program supports cultural trade development through market entry support, in-market assistance, a contributions program and research.</p>
	

## *Export Capability & Preparedness (continued)*

Strategic Goal: Increase the number of active exporters in Canada

### **Plans for 2005-06 to 2008-09**

Use of the Canadian Automated Export Declaration system is expected to continue to grow strongly, as more exporters report their non-U.S. exports electronically, rather than use paper documentation.

The Advisory Board on International Trade will continue to meet regularly to provide input to the Minister of International Trade on matters affecting the small and medium-sized business community. The Advisory Board will continue to facilitate cooperation and awareness of smaller business needs among TCI partners.

TCI will continue to enhance ExportSource.ca and actively market the service to Canadian businesses across all sectors and regions. In addition to online and cooperative marketing activities, a media relations campaign will be undertaken to promote TCI's offering of export-related content to targeted media.

TCI will continue to build its existing network of 552 partners across Canada.

## Export Capability & Preparedness (continued)

Strategic Goal: Increase the number of active exporters in Canada

Strategic Priority	Results in 2004-05
<p>Produce relevant, useful information about exporting for Canadian businesses</p>	<p>New features and additions to ExportSource.ca during the year included: an updated graphic look and interface; a new online tool called <i>Export Assistant</i> that facilitates access to regionally-specific export products and services; <i>Export Tutorial</i>, an interactive version of the ever popular <i>Step-by-Step Guide to Exporting</i>; a searchable database of trade show information; and several new or updated online guides such as <i>Exporting to the United States</i>, <i>Preparing for the Visit of a Foreign Buyer</i>, and <i>Guide to International Project Bidding</i>. In addition to the thousands of users who accessed TCI information products online, over 50,000 printed copies of such products as the Step-by-Step Guide to Exporting and the Roadmap to Exporting were distributed.</p> <p>Client registrations to the Virtual Trade Commissioner climbed 80% to nearly 15,000, as a wide variety of new content was added from several TCI partners. International Trade Canada's Market Research Centre published 207 Market Reports, Market Briefs, Market Insights and Country Sector Profiles for Canadian clients registered to receive them through <i>InfoExport</i> and the Virtual Trade Commissioner (which registered 55,781 downloads), and at trade shows and other events. During the year, the Market Research Centre reviewed 150 market information products generated by foreign posts and approved 76 for publishing. The Centre also sent about 1,000 e-Bulletins to Canadian posts abroad, providing relevant sectoral news articles from various sources and highlighting international business opportunities for Canadian companies. Client feedback collected through focus group tests (qualitative) and through an online transactional survey (quantitative) has been very positive about the content, quality, level of detail and overall presentation of these market information products. International Trade Canada's International Financing Division received 108,576 visitors to its website IFINet. This group also participated in eight trade events across Canada and provided over 7,000 exporters with information about business opportunities available through International Financial Institutions worldwide and delivered trade finance and multilateral development bank procurement training to 70 trade officers. International Trade Canada redesigned and published 20 issues of <i>CanadExport</i>, as well as seven sector-specific inserts. In addition to distributing 52,000 printed copies of each issue to subscribers, some 633 articles were posted on the Internet and sent to the 5,600 regular e-mail subscribers.</p> <p><i>ExportWise</i>, Export Development Canada's quarterly magazine, was distributed to 27,750 subscribers. New features introduced during the year included a SWOT analysis (Strengths, Weaknesses, Opportunities and Threats) for eight priority industry sectors and a regular 'Where are they now?' column on past customer success stories. The Corporation's EXPORT MarketInsight was distributed to 3,250 subscribers and to over 5,000 online customers, a 30% increase in distribution. The Corporation also collaborated with partners to develop special guides on sector opportunities for Canadian exporters/investors and how to do business in highly strategic and rapidly emerging markets, most notably: <i>Practical Insights on Doing Business in China</i> (co-published by the Canadian Manufacturers and Exporters of Canada) and <i>Canada-India: Moving Forward</i> (co-published by L.B. Associates of New Delhi, India).</p> <p>Statistics Canada released new data from the Exporter Registry (1993-2003), providing updated information on performance of the Canadian exporter population. The Registry's data allows potential exporters to analyze exporter trends within their respective industries, commodity groups, provinces and export destinations.</p> <p>The Agri-Food Trade Service website received over 2,000,000 visits, a 36% increase from the previous year. On average, visitors stayed a little over 14 minutes, suggesting they are finding the information they are seeking.</p>



## *Export Capability & Preparedness (continued)*

Strategic Goal: Increase the number of active exporters in Canada

### **Plans for 2005-06 to 2008-09**

TCI will continue to expand its offering of online tools with a special focus on self-directed learning tools. New additions planned for the site include: a new online tutorial to assist users of the popular *TradeMap Canada* tool; a new online export finance tool; two new online guides for services exporters; updates to the *Interactive Export Planner*, as well as to *Speaking Globally: An Exporter's Guide to Effective Presentations*, *Responding to Unsolicited Orders*, *Business Trip Planning: A Team Canada Inc On-line Guide for Exporters*, and *Exporting to the United States*.

Virtual Trade Commissioner offerings will continue to be expanded and promoted to Canadian clients with a specific objective of reaching 19,000 registered users by 2005-06 and boosting usage by 50% to 198,000 visits. The Market Research Centre will produce over 200 Market Reports, Market Briefs and Country Sector Profiles in 2005-06. International Trade Canada's International Financing Division will continue to focus on expanding and improving the information on IFInet, specifically by adding information on international non-governmental organizations and development assistance in foreign markets.

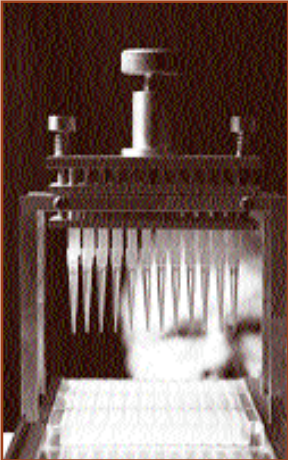
Export Development Canada plans to expand the distribution of ExportWise to 18,000 subscribers and to boost that of EXPORT MarketInsight to 3,500.

Statistics Canada will further 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.

## Export Capability & Preparedness (continued)

Strategic Goal: Increase the number of active exporters in Canada

Strategic Priority	Results in 2004-05
<p>Help Aboriginal, women and youth entrepreneurs to reach their export potential</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 Aboriginal International Business Development Committee initiated a wide range of promotion, outreach and support activities specifically aimed at boosting the export prospects of Aboriginal entrepreneurs. Again this year, a delegation of 42 aboriginal businesses and government representatives reached out to Fortune 500 companies through the annual Native American Business Alliance conference in New Mexico. A dozen Aboriginal businesspeople from across Canada traveled to Washington to speak at a two-day seminar series on sustainable development at the World Bank and Inter-American Development Bank. A Canadian Aboriginal co-op traveled to eight indigenous communities in the Philippines. Buyers from Washington D.C. and Chicago met with Aboriginal artists at Planet IndigenUS (Toronto). To mark the opening of the new National Museum of the American Indian in Washington, Canada donated a new Aboriginal sculpture for the museum's rotunda, while the Canadian Embassy organized a cultural program rich in Aboriginal talent and creativity, including an exhibition of Aboriginal art from the Canada Council Art Bank. In Germany, seven First Nations artists participated in a four-week Christmas promotion at one of Munich's most exclusive department stores for gift-ware, fashion and music – the artists demonstrated and sold their work directly to customers interested in their culture and art form. Activities in Canada focused on reaching out to the Aboriginal business community and service providers with export presentations and seminars, as well as participation in the annual conference of the Council for the Advancement of Native Development Officers. A special Aboriginal issue of <i>Canada World View</i> was distributed to 20,000 subscribers and featured articles highlighting current Canadian Aboriginal contributions in culture, trade and investment, diplomacy, environment, and youth. Market reports on selling Canadian Aboriginal Arts and Crafts in Italy, Germany and the U.S. were updated and published online. Financial support was also provided for the database for Canadian export-ready tourism operators created by Aboriginal Tourism Canada.</p> <p>Canadian Heritage is the lead on arts and cultural aisle of the Virtual Aboriginal Trade Show, the export tool developed by the Aboriginal International Business Development Committee in 2002. In 2004-05, 15 new Aboriginal arts and cultural exporters were recruited to the aisle, bringing the total number to 102.</p> <p>International Trade Canada continued its promotion, outreach and support efforts to women entrepreneurs, who remain underrepresented in the ranks of exporters. Highlights included participation in such events as: the Women Trading Globally Trade Mission and Forum; the Gala of the Réseau des Femmes d'affaires du Québec in Montreal; the Canadian Women Entrepreneur of the Year Awards; the Industry Canada Forum on Women Entrepreneurs; the Women President's Organization Annual Conference; and the Newfoundland and Labrador Organization of Women Entrepreneurs Annual Conference. A third meeting of the Women's International Business Development Committee was held to discuss issues surrounding business financing and growth and to develop awareness of other committee members' programs and activities. The Trade Commissioner Service's Global Learning Initiative added a component focusing on the needs of women exporters. A training mission to Chicago attracted 10 novice exporters in the new media sector and received excellent reviews from the participants.</p>





## *Export Capability & Preparedness (continued)*

Strategic Goal: Increase the number of active exporters in Canada

### **Plans for 2005-06 to 2008-09**

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 plans for 2005-06 include: analyzing opportunities related to the 2010 Olympic Games in Vancouver; participation in the 2006 convention of the Native American Business Alliance; development of an Aboriginal trade website; updating the Aboriginal Exporters Directory; and providing financial support for an exhibition of contemporary First Nation artists in Zurich, Switzerland.

International Trade Canada will continue to conduct outreach events with women entrepreneurs to create awareness of exporting opportunities and promote the programs and services available to assist them. A *CanadExport* supplement entitled *Going Global, Women Entrepreneurs in International Markets* is planned for September 2005, while the Businesswomen in Trade portion of the InfoExport website is being refreshed.

### *Export Capability & Preparedness (continued)*

Strategic Goal: Increase the number of active exporters in Canada

Strategic Priority	Results in 2004-05
<p><i>(continued)</i>  <b>Help Aboriginal, women and youth entrepreneurs to reach their export potential</b></p>	<p>Over 1,400 copies of a product document for businesswomen in trade was accessed through the Canada-Ontario Business Service Centre, which also established a dedicated toll-free line for women entrepreneurs.</p> <p>The Atlantic Canada Opportunities Agency (ACOA) helped 109 trade graduates gain practical work experience through participation in the development of research and export marketing plans for firms that are new and/or existing exporters. Western Economic Development (WD) helped 66 qualified international marketing graduates gain practical work by increasing the export performance of small and medium-sized businesses by providing them with financial assistance on a cost shared-basis.</p>

### *International Market Development*

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

Strategic Priority	Results in 2004-05
<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 Canadian Trade Commissioner Service handled 35,574 client transactions, including 10,188 market prospects, 6,171 local company reports, 9,235 key contact searches, 8,570 face-to-face briefings and 1,510 troubleshooting cases. A total of 6,528 Canadian companies received market intelligence reports, while another 8,135 were offered support for their market visits. In the wake of a \$2.4 million reduction in funding, the Client Service Fund dispersed its remaining \$6.3 million to 125 missions abroad. Specifically developed to help Canadian missions abroad to strengthen their capacity to provide client-focused and results-oriented services to Canadian businesses, the Fund supports more than 1700 client-focused initiatives related to export development, foreign direct investment in Canada, Canadian direct investment abroad and science and technology partnerships. Among the clients who benefited from these services, 76% indicate they expanded and/or acquired a network of new key local contacts, while 72% increased their awareness of new opportunities, 54% began pursuing business, investment, or science and technology leads and 52% expanded or diversified their products and services in the foreign markets. Among targeted foreign contacts, 73% reported increased awareness and knowledge of the business environment and opportunities in Canada.</p>



In operation since 1995, the International Business Opportunities Centre (IBOC) provides comprehensive commercial matchmaking services in support of the proactive market intelligence gathering of Canada's trade commissioners abroad. IBOC quickly and efficiently disseminates high quality business opportunities to Canadian companies. The Centre contacts Canadian companies directly to discuss their interest and capability to respond to some of the thousands of trade leads spanning across all industrial sectors of the Canadian economy which are generated by our network of trade commissioners abroad. Comprehensive follow-up is conducted on certain leads to determine results and report findings within three months. Resulting sales in 2004-05 included: a \$1.9 million deal for canned mushrooms to Mexico, a \$200,000 sale of bison meat to Italy and a \$100,000 sale of training on protection from nuclear, biological and chemical threats to Greece.

## *Export Capability & Preparedness (continued)*

Strategic Goal: Increase the number of active exporters in Canada

### **Plans for 2005-06 to 2008-09**

The Canada-Ontario Business Service Centre will continue to work with women entrepreneurs to boost awareness of export programs and services and to facilitate training and networking opportunities for women in business. Planned service enhancements include the development of a web portal highlighting information specific to women entrepreneurs and the continued provision of personalized service on all aspects of trade and business through the dedicated toll-free line.

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.

## *International Market Development*

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

### **Plans for 2005-06 to 2008-09**

For fiscal year 2005-06, the Client Service Fund program is facing a further budget reduction (5%) to \$6 million. Efforts will, therefore, be made to focus the available funding on the trade promotional initiatives with the highest potential for conversion into new commercial opportunities.

The International Business Opportunities Centre 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 with increased focus on women and aboriginal owned firms. The Centre will also will work closely with International Trade Canada's regional offices to share information about companies in their regions that have expressed an interest in pursuing leads, allowing proactive follow-up with those companies as well as tracking of their results and challenges. In addition to undertaking a sector-based reorganization to align services to the needs of specific sectors, the Centre plans to adopt the contacts management system being deployed to the Trade Commissioner Service and will undertake more training with posts to ensure they have a full understanding of the Centre's work and to further improve the quality of service provided to Canadian clients.

**International Market Development (continued)**

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

Strategic Priority	Results in 2004-05
<p><i>(continued)</i>  <b>Help Canadian companies identify and pursue foreign market opportunities</b></p>	<p>SourceCAN matches potential Canadian suppliers to domestic and international business opportunities using an automated online referral system. This year, over 60,000 registered users received personalized notifications on 553,000 qualified business opportunities, resulting in over \$784 million in new sales contracts (up from \$400 million last year and \$201 million two years ago).</p> <p>Canada Mortgage and Housing Corporation helps clients expand internationally by actively supporting Canadian companies in their search for new housing export opportunities in high potential markets such as the U.S., the U.K., Ireland, China, South Korea, France and Mexico. This year, the Corporation facilitated \$68 million worth of Canadian exports. This number represents over 180 individual international transactions, a 50% increase over last year.</p>
<p><b>Help Canadian exporters promote their goods and services abroad through high profile foreign missions</b></p>	<p>This year, there were a number of high-profile trade missions and dozens of smaller missions.</p> <p>Canadian trade missions led by the Minister of International Trade were organized to Brazil and China. The China mission had more than 370 Canadian participants and was the largest ever Canadian trade mission. Both missions were timed to coincide with official visits by the Prime Minister to the respective countries.</p> <p>Trade Routes' cultural trade commissioners supported 93 trade missions, almost triple the number last year. Support included the coordination of incoming buyers to such key Canadian cultural events as: the St. John's International Women's Film and Video Festival; Montreal's International Just for Laughs Comedy Festival; and the Atlantic Craft Trade Show.</p> <p>Building on the success of eight previous trade missions to Atlanta, Boston, New York and Washington, D.C., ACOA organized a trade mission to Washington, D.C. featuring 27 Atlantic Canadian firms participating in over 163 meetings with U.S. firms. The mission resulted in \$414,000 in short-term sales, an additional \$32.8 million in anticipated sales and 71 new business agent, distributor and partner relationships. ACOA also organized pan-Atlantic trade missions to the U.K., France, Trinidad and Tobago, as well as Boston and Los Angeles, which attracted a total of 84 Atlantic companies from various sectors. CED supported more than 70 firms that participated in trade missions, including those related to such international trade shows and events as: Serdex International (Atlanta); Corpex Bas-Saint-Laurent (North-East U.S.); Corpex Côte-Nord (Atlanta); and Corporation de développement économique Bois-Francis (France). On behalf of Northern Ontario firms, FedNor supported a trade mission to Northern Italy that resulted in \$3 million in signed contracts, and a mission to Mexico in relation to Expo Forestal (a leading national forestry trade show) that resulted in at least one signed contract worth up to \$1.8 million. At Naturalla, an international business-to-business (B2B) forum held in Timmins, Ontario, over 150 industry representatives from Canada, Brazil, Chile, Argentina, Mexico and South Africa met to discuss business opportunities. WD supported Canadian participation in such international conferences, trade shows and missions as: the Fort Lauderdale International Boat Show (U.S.) in 2004 and 2005; BIO 2004 (San Francisco); Med Edge 2004 (Minneapolis); and such Vancouver-based events as the third annual Bio Partnering North America 2005; ASEAN Gateway 2005; Canasia Trade Fair; the 2005 Canadian Exporters Asia Showcase; and the BC Nutraceuticals Functional Foods Focus on Europe.</p>



## *International Market Development (continued)*

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

### **Plans for 2005-06 to 2008-09**

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. New SourceCAN initiatives planned include: additional developments to the 2010 Commerce Centre and the creation of a Government of Canada Marketplace (portal) for the 2010 Olympics in Vancouver, a 2010 Expo Shanghai joint registration and partnering platform; creating a new Commercialization Matching Service within SourceCAN; and helping with the coordination of projects for South and Southeast Asian tsunami relief in cooperation with United Nations agencies.

Over the next three years, the Canadian Mortgage and Housing Corporation will continue to encourage the Canadian construction industry to diversify housing exports to markets both within North America and beyond, and will work to facilitate access to these priority markets by offering market intelligence, matchmaking events, market access strategies and customized business missions.


TCI members will continue to lead, participate in and support various trade missions representing specific regions, trade sectors and client groups. For example, a Canadian trade mission to India is planned for April 2005.

ACOA will continue to lead Atlantic Canadian companies on a wide variety of trade missions, including those related to the Farnborough International Airshow 2006 (U.K.), the Boston Seafood Show (U.S.) and AquaNor 2005 (Norway), as well as Team Canada Atlantic missions to Chicago and Miami and a Women Exporting mission to the U.S. In 2005-06, FedNor will support trade missions to Germany, Portugal and Finland and Sweden. CED will lead 55 trade missions with 144 small and medium-sized businesses. Through the Enhanced Representation Initiative, WD will be working closely with International Trade Canada and the Canadian trade offices in the U.S. to develop and undertake trade and investment projects that support western Canadian priorities including: life sciences, composites, clean energy, security industries, technology research and the opportunities arising from the Vancouver 2010 Olympic and Paralympic Winter Games.



## International Market Development (continued)

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

Strategic Priority	Results in 2004-05
<p>Help Canadian exporters in key priority sectors by supporting their participation in trade fairs and trade-related events around the world</p>	<p>Established in 2001-02, the Brand Canada program has enhanced the profile and image of Canada as a source of innovative, high-quality goods and services for international visitors at key international trade shows. During this last year of the program, the marketing efforts of over 400 Canadian companies at 26 major international shows were supported.</p> <p>The Canada Export Awards program was revamped to enhance the recognition of Canadian companies who are helping ensure Canada's place in the 21st century economy. Changes included a new advertising campaign for regional/national publications.</p> <p>Under the theme <i>Taking Responsibility for Tough Choices</i>, about 2,000 of the world's top academic, business, non-governmental organization and political luminaries met at the World Economic Forum in Davos, Switzerland in January 2005. Canada's representation included the federal ministers of International Trade and of Health, provincial delegations from Quebec and Ontario and about 50 Canadian businesses.</p> <p>TCI partners supported Trade Team Canada Sector teams (TTCS), the regional development agencies and a wide variety of other programs which support Canadian business participation in missions and trade fairs abroad and host foreign buyer missions to Canada. Specific activities included:</p> <p><b>TTC Aerospace and Defence</b> supported dozens of Canadian firms attending key international air and defence shows, including Farnborough (U.K.), MRO 2005 and Eurosatory (France), one of the world's largest defence exhibitions. At Farnborough, for example, the team organized a Canadian pavilion, a showcase Canadian chalet, a ministerial program, an investment program, a market intelligence and information program, and various media and networking events.</p> <p><b>TTC Agriculture, Food and Beverages</b> supported Canadian company participation in such major international trade fairs as BIOFACH 2005 (Germany); FOODEX 2005 (Japan); Summer Fancy Food Show 2004 (U.S.); Private Labels Manufacturers Association 2004 (U.S.); and Sial-Paris 2004 (France). In all, over 130 Canadian companies participated in these shows, reporting over \$10 million in on-site sales, \$32 million in expected sales and more than 2,400 sales leads.</p> <p><b>Apparel and Textile Industries:</b> Industry Canada supported the participation of over 180 Canadian companies at such important international events as CINTE Techtextil 2004 (China); ATMEI (Scotland); the Med-Trade Show (Florida); Stylemax 2004 (Chicago); the Magic Apparels Show (Las Vegas); the IFAI Expo &amp; Mission (Québec City); and ISPO Winter 2005 (Germany). New in 2004-05 was CANTex, a three-year \$26.7 million initiative to help Canadian textile manufacturing firms take advantage of new export opportunities. CANTex builds on the Canadian Apparel and Textile Industries Program, which has funded 394 projects to help apparel and textile companies enhance their productivity, lower costs, improve efficiency, and find new markets for their products.</p>
	<p><b>TTC Automotive</b> supported over 900 Canadian companies as they participated in such international trade fairs as the AAPEX Show in Las Vegas (aftermarket suppliers); the SAE World Congress (Detroit); the APMA Annual Conference and Exhibition (Hamilton); the Central Europe Auto Mission; and the BAIKA One-on-One Partnering Event in Germany (original equipment suppliers). At APMA, for example, an information booth was set up to provide information on federal programs and activities to over 800 delegates from across Canada and around the world.</p>

## *International Market Development (continued)*

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

### Plans for 2005-06 to 2008-09

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

**TTC Aerospace and Defence** will participate in high-profile industry events such as the Paris Air Show 2005 (France); the Farnborough International Air Show 2006; MRO (U.S.); Eurosatory 2006 (France); and DSEi, the second largest defence show in the world. At the Paris Air Show, for example, the team will organize a Canadian pavilion, 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. Canada's Farnborough 2006 presence is expected to include a Canadian pavilion, networking events, industry briefings, trade and investment promotions, as well as a market information and intelligence program.

**TTC Agriculture, Food and Beverages** will support Canadian company participation in major international trade fairs such as SIAL 2005 (Paris); European Seafood Exhibition (Belgium); BIOFACH (Germany); Alimentaria (Mexico); Summer Fancy Food Show (U.S.); FIHAV (Cuba); ANUGA (Germany); Private Label Manufacturers Association (U.S.); Food (Japan); and Gilford (UAE). The Team will also focus on entering new markets such as Cuba. The Canadian Agriculture and Food International Program will continue to provide financial support to generic industry promotional activities, however, starting in 2006-07, company-specific promotional activities will no longer be supported.

**Apparel and Textile Industries:** In 2005-06, Industry Canada will support the participation of Canadian companies at such important international events as Techtextil Frankfurt 2005 (Germany); Techtextil South America (Brazil); the Magic Apparel Show (Las Vegas); ISPO Winter (Germany); Lyon Mode City (France); and Salon International de la lingerie (France).

**TTC Automotive** will showcase Canadian auto sector products and technology in key international automotive events, including the SAE World Congress (Detroit) a pre-eminent automotive engineering technical conference and exhibition; the Automotive Management Briefing Seminars (Traverse City, U.S.), a forward-looking technical conference; the Tokyo Motor Show (Japan); the AAPEX Industry Week (Las Vegas), North America's largest aftermarket show; the U.S./Canada Automotive Dinner (Detroit) which brings together over 400 sector representatives from all over North America for networking; the AUTO21 Annual Conference (Toronto), a part of the Network Centres of Excellence; support the Bayern Innovativ Ingolstadt show (Germany); and, the APMA Mission to the BAIKA One-on-One Partnering Forum (Germany). The team will continue to participate in the annual APMA Conference and Exhibition (Hamilton), Canada's premiere domestic event where original equipment parts members hold their annual meeting, present technical seminars, and hold an exhibition of parts manufactured in Canada. For the first time, support was provided for the Great Lakes Manufacturing Forum (Detroit), which brought together over 300 decision-makers to discuss trade and other issues. Plans are also under way to participate for the first time in the Shanghai Motor Show (China), and the Internationale Automobilausstellung (Germany).

**International Market Development (continued)**

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

Strategic Priority	Results in 204-05
<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 Bio-Industries</b> supported the participation of over 70 Canadian Exhibitors at BIO 2004 and 2005 under a large Canadian Pavilion including a Government of Canada booth, which provided information on federal programs and services to over 19,000 delegates. Successful on-site Canadian receptions and a Canadian Signature event were held to further brand Canada to the world. Some 50% of participants surveyed identified sales leads resulting from their participation at BIO. In addition, the TTC Bio team provided regular communication to the industry by developing and distributing an electronic newsletter, and provided web access to a calendar of industry events.</p> <p><b>TTC Cultural Goods and Services</b> continued as the industry advisory board for Canadian Heritage’s Trade Routes, the international business development program which provides services and financial assistance to arts and cultural entrepreneurs. Recipients of Trade Routes financial assistance attended over 150 key trade events abroad, including: Book Expo America (Chicago); the Shanghai Performing Arts Festival (China); Photokina 2004 (Germany); the Australian International Documentary Conference (Perth); the National Chicago Bridal Market; the Scope Miami Art Fair; Digital Hollywood; the South by Southwest Music Festival (Austin); the Asia Television Forum (Singapore); the New York International Gift Show; Les nuits acadiennes à Paris; and Education India 2004 (New Delhi/Chennai).</p> <p><b>TTC Electric Power Equipment and Services</b> supported Canadian companies’ participation in PowerGen International (Las Vegas); HydroVision 2004 (Montreal); and the Nuclear Technology Expo (Washington, D.C.). The team also organized an Electric Power mission to E-EXITEP (Mexico) in partnership with Alberta Economic Development, Export Development Canada and International Trade Canada.</p> <p><b>TTC Environment</b> supported the participation of 30 environmental Canadian companies in trade missions to India and China. The missions visited Beijing, Shanghai, Qingdao, Chengdu, Shenzhen and Hong Kong as part of the China mission, and Delhi, Mumbai, Hyderabad and Kolkata as part of the India mission. Both missions featured briefing sessions, technology showcasing workshops, one-on-one prearranged business meetings, networking events and site visits for the Canadian delegates. The missions coincided with the Canadian Sustainable Communities Workshops and Wind Energy Cooperation Workshops in Beijing, while an exhibition of Canadian Environmental firms was the key pavilion at Aqua India &amp; Environment 2005 (part of the 16th International Engineering &amp; Technology Fair in India). India and China workshops, information sessions and networking events were also organized as part of Globe 2004 in Vancouver.</p> <p>Launched as a pilot project in 1999 and recognized worldwide for its innovative approach, the <b>Sustainable Cities Initiative</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 some \$48 billion worth of 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, some 70 building missions were undertaken to profile Canadian services and technologies and resulting in project and partnering opportunities. Since the beginning, the Sustainable Cities Initiative has yielded an estimated \$2 billion in opportunities for Canadian business.</p>



## *International Market Development (continued)*

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

### Plans for 2005-06 to 2008-09

**TTC Bio-Industries** will encourage, support and recruit Canadian participation at the BIO (Biotechnology Industry Organization) conference and trade show, the world's largest biotechnology show. The team will lead the federal/provincial BIO working group to ensure a strong Canadian presence at BIO. The team will organize a Canadian pavilion, on-site Canadian reception and a Canadian Signature Event and develop a profile of communication products to further brand Canada to the world. In addition, the team will provide regular communication to the industry by developing and distributing an electronic newsletter, and provide web access to a calendar of industry events.

After the completion of the pilot phase of Trade Routes, **TTC Cultural Goods and Services** will undertake a review of its activities and re-examine its mandate, communications strategy and deliverables.

**TTC Electric Power Equipment and Services** is planning participation in PowerGen 2005 (Las Vegas), where some eight Canadian companies are expected to exhibit and another 50 will attend.

In collaboration with partners, including industry, **TTC Environment** will lead trade missions to multiple cities in India and China, delivering programs that include trade show exhibitions, technology showcases, climate change workshops, company briefing sessions, Canadian receptions, site tours, match making and group meetings. The team will also continue to participate at Globe (Vancouver) and Americana (Montreal) in alternating years, supporting Canada pavilion exhibits and organizing market specific workshops, information sessions and networking events.

The **Sustainable Cities Initiative** (SCI) program will continue in 2005-06 to work closely with its partner cities to facilitate sustainable development and encourage trade and investment. The program has received a financial commitment from Industry Canada to maintain the core program and commitments with respect to the 16 SCI partner cities to March 31st 2006, a one-year extension to original funding. The Minister of Industry has indicated his support for a proposal to renew SCI. This proposal will be developed in consultation with partners and stakeholders, including the SCI Business Advisory Committee, the private sector generally, and other departments and levels of government. This proposal will also reflect recommendations from a recently completed audit and evaluation of the program.

## *International Market Development (continued)*

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

Strategic Priority	Results in 2004-05
<p><i>(continued)</i>  <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 Health Industries</b> supported 57 Canadian participants at MEDICA 2004 (Germany), the world's largest health care industry trade fair. Delegates from Ontario, Quebec, B.C., Alberta and Nova Scotia participated in two Canadian pavilions that also included two Government of Canada information booths. Two successful on-site Canadian receptions were held and attracted international delegates to the Canadian Pavilions. According to the Canadian participants' Survey, 85% of participants surveyed identified sales leads by participating at MEDICA. The objectives of participating at MEDICA (to identify key contacts, learn about foreign markets and access new markets, etc.) were all achieved. In addition, the TTC health team regularly communicated with industry through an electronic newsletter and an on-line calendar of industry events.</p> <p><b>TTC Information and Communications Technologies</b> supported 49 Canadian companies attending CommunicAsia/BroadcastAsia 2005 (Singapore), with a dozen firms projecting sales of \$19.2 million in the following 12 months. Another 13 companies participated in Supercomm (India) reported at least \$850, 000 in sales.</p> <p><b>TTC Oil and Gas Equipment and Services</b> supported the participation of over 1,400 Canadian companies, NGOs and other stakeholders at such events as the Global Petroleum Show (Alberta); the Offshore Technology Conference (Houston); the Society of Petroleum Engineers Annual Technical Conference and Exhibition (Houston); and the Offshore Northern Seas Conference (Norway).</p> <p><b>TTC Plastics</b> supported approximately 50 Canadian companies participating in such international events as Plast-Ex (Toronto); Chinaplas 2004 (China); Composites 2004 (U.S.); the K-Show and Mold Expo (Germany); resulting in over \$80 million in potential sales and an estimated 300 solid business leads.</p> <p><b>TTC Service Industries</b> continued to focus on enhancing industry awareness of available tools and services, upgraded the export financing know-how, and participated in both the Canadian Manufacturers and Exporters' Manufacturing 20/20 and in "Springboard to Eastern Europe" events organized by the posts in Vienna and Helsinki (2004-05). Training seminars for new service exporters with a particular focus on financing were also offered. Industry Canada's Language Industry Program also organized a first language mission to Chile and supported Canadian company participation in the British Educational Technology and Training Show 2005 (U.K.).</p> <p><b>Shipbuilding and Industrial Marine Industries:</b> Industry Canada hosted an information booth and reception in support of Canadian participation at the New Orleans International Workboat Show (U.S.). Some 54 Canadian company exhibitors and over a hundred representatives of Canadian shipyards, and industrial marine equipment companies attended. The Department also sponsored two events at Techno-Oceans 2004 (Japan), which allowed Canadian companies to present information to 55 foreign companies and to network with potential buyers and partners, and three networking events at Neptune Mission 2004, an international initiative to place measurement devices on the ocean floor along tectonic plate boundaries for the purpose of research, where 52 Canadian companies had the opportunity to highlight their offerings to interested stakeholders.</p>



## *International Market Development (continued)*

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

### **Plans for 2005-06 to 2008-09**

**TTC Health Industries** will encourage and support Canadian company participation in MEDICA, the world's largest health care industry trade fair. The team will focus on maintaining Canada's visibility and branding through the hanging of aerial banners over the Canadian exhibitors, provision of on-site meeting space for the use of Canadian companies, and distribution of a Health Technologies Industry CD-ROM and other information products via partners. In addition, the team will provide regular communication to the industry by developing and distributing a bi-weekly electronic newsletter, and provide web access to a calendar of industry events.

**TTC Information and Communications Technologies** will support Canadian company participation in sector-specific trade shows such as Communic/Broadcast Asia (Singapore) and ITU Telecom Asia 2006 (Hong Kong). 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 encourage and support Canadian participation in such trade shows as the Offshore Technology Conference (Houston); the 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.

**TTC Plastics** will encourage and support Canadian company participation in such important international events as Brasilplast (Brazil); Les journées européennes des composites (France); Ausplas (Australia); Composites 2005 (U.S.); Expoplast (Montreal); EuroMold 2006 (Germany); Plastindia (India); Plast (Italy); and Plast Imagen (Mexico).

**TTC Service Industries** will continue to focus on enhancing industry awareness of available tools and services and to support Canadian services companies' participation in key international trade shows.

**International Market Development (continued)**

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

Strategic Priority	Results in 2004-05
<p><i>(continued)</i>  <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 Wood Products and Other Building Materials</b> supported Canadian participation in such international trade events as: Interbuild 2004 (U.K.), which featured 41 Canadian exhibitors and resulted in \$3 million in on-site sales and \$18 million in business leads; Salon Maison Bois (France), which featured 24 exhibitors from Quebec, Ontario and British Columbia and resulted in \$2 million in on-site sales and another \$8 million in leads; Plan Expo 2004 (Ireland), which featured 12 Canadian exhibitors and resulted in \$1 million in on-site sales and another \$4 million in leads; the International Builders' Show (U.S.), featuring 45 Canadian exhibitors who reported \$3 million in on-site sales and another \$10 million in leads.</p>
<p><b>Provide market development funding</b></p>	<p>The Canadian Agriculture and Food International Program provided \$29.5 million to 58 industry associations and companies for the development of international markets for agriculture, agri-food, food, beverage and seafood products. Notable achievements during the year include the signing of two protocols with China to re-open markets for bull semen and cattle embryos, a 10% increase in sales of canola to the U.S., a 12% increase in the value of pork exports and increased access to European markets for Canadian ice wine.</p> <p>Of 137 applications requesting over \$4.4 million in funding, the Trade Routes Contributions Program approved financial support of almost \$2 million to 90 Canadian arts and cultural entrepreneurs.</p> <p>Canada Wood provided \$6.3 million in support for 14 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 promotion offices in Beijing, Shanghai, Tokyo, Brussels, and London; promotional representation in Seoul, and Taipei; 20 market studies completed for China, Europe, Japan, Mexico and Australia – country market strategies completed for all key offshore markets; and an industry-led web portal for information on Canadian wood products. A Canada Wood Service Centre was launched in Shanghai to facilitate Canadian wood industry interests in China. It bundles services including wood-frame construction training, literature, seminars, technical advice, and product information for Chinese architects, designers and builders. Canada Wood also supported the accreditation of Canadian wood products in Europe that would permit them to be sold under the new EU rules.</p> <p>The Program for Export Market Development provided \$7.1 million in financial assistance to 401 companies and 54 associations and received about \$2.3 million in repayments.</p>



## *International Market Development (continued)*

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

### **Plans for 2005-06 to 2008-09**

**TTC Wood Products and Other Building Materials** plans to participate in such upcoming trade events as Interzum 2005 and 2007; the Irish Builders' Show (Ireland); Salon maison bois 2005 (France); Domotex (Germany); the Japan Home Show (Japan); and PCBC 2005 (U.S.).

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

The Agri-Food Trade Program will continue to focus on increasing awareness and use of its services.

Canada Wood is planning a wide variety of promotional activities, including an e-bulletin directly to private industry; an Asian Information Day (Vancouver); Canada Wood Days (U.K.); branding activities to increase Asian and European awareness of wood-frame construction methods targeting the single, multi-family, multi-level segments of the low-rise residential markets; information sessions for carpenters in Japan; and participation in major trade shows in China, Japan and Europe. The web-based claim and management information system will also be upgraded to allow for joint applications to Canada Wood and B.C.'s corresponding program.

The Program for Export Market Development's trade associations component has been renewed for five years and will continue to provide assistance on a cost-shared basis to national sectoral associations in Canada. Although the industry component of the Program has been closed down, contributions approved before March 31, 2004 will continue to be honoured.

**International Market Development (continued)**

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

Strategic Priority	Results in 2004-05
<p><i>(continued)</i>  <b>Provide market development funding</b></p>	<p>Canada’s regional development agencies – the Atlantic Canada Opportunities Agency (ACOA), Western Economic Diversification Canada (WD), Canada Economic Development for Quebec Regions (CED), and FedNor – continued to provide financial assistance for a wide range of market development initiatives. WD, for example, provided over \$1.5 million in financial support for international market development activities by such organizations as the Manitoba Motion Picture Industry Association, and the Greater Vancouver International Film Festival Society and the Motion Picture Production Industry Association of British Columbia. The Agency also provided over \$1 million in funding for such initiatives as the Western Canada Technologies Capabilities Study Tour, the Gateway to Asia project, Nextrade export financing for small exporters in Saskatchewan and Project Germany, an investment attraction project. Under its International Trade Personnel program, over \$1.38 million in financial support was provided to 61 small and medium-sized western Canadian businesses, allowing the companies to hire 66 recent graduates to work on 2-3 year international market development projects. CED provided some \$17.1 million in financial assistance for market development projects.</p> <p>CIDA Inc approved close to \$35 million to help 166 Canadian firms seeking opportunities in developing countries.</p>
<p><b>Deliver world-class risk management, trade finance and contracting solutions</b></p>	<p>Export Development Canada offers Canadian exporters trade financing, insurance and bonding services as well as foreign market expertise that help them compete in world markets. In 2004, the Corporation extended \$54.9 billion in trade finance and risk management services to finance or insure Canadian export sales and investments in 177 countries and territories (146 of them in developing markets) on behalf of 6,962 Canadian businesses, the majority of which were small- and medium-sized enterprises. The Corporation’s cross-Canada presence helps it maintain contact with and offer close support to the general exporter and investor community. This support is further augmented by the Corporation’s existence of global network of permanent representatives in highly strategic, emerging markets who give Canadian businesses the on-the-ground support they need to realize deals and create a long-term visibility essential to developing lasting relationships between Canadian and foreign companies. In 2004, the network grew to seven, with the addition of Rio de Janeiro, joining Sao Paulo as Brazil’s second representation, and the naming of the Corporation’s first permanent representative to Kuala Lumpur, Malaysia, to serve South East Asia.</p>
	<p>The Canadian Commercial Corporation helps Canadian exporters negotiate, win and manage complex contracts in international public procurement markets. From building a solid offer to strengthening negotiations with the full weight of the Government of Canada at the table and a guarantee of contract performance, the Corporation works actively with Canadian companies to secure the best possible terms and conditions for export deals. In 2004-2005, the Corporation won \$1.5 billion in export sales in 25 countries. More than 3,500 Canadian companies used the Corporation’s services, of which over 80 percent were small and medium-sized enterprises.</p>

## *International Market Development (continued)*

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

### **Plans for 2005-06 to 2008-09**

Export Development Canada continues to develop new and innovative trade finance and risk management services in support of Canadian exporters and has set a target of serving 7,500 customers in 2005 for an expected business volume of \$57.8 billion. The Corporation is working to develop key relationships with regional, national and international financial institutions to provision financial services to Canadian companies and their customers.

For 2005-06, the Canadian Commercial Corporation has set 3,600 as the target for the number of Canadian companies using its services to identify and pursue solid, qualified leads.

*Photo credits*

Agriculture and Agri-Food Canada, cover and page 26

Natural Resources Canada, page 16

Investment Partnerships Canada, Industry Canada, page 12