

TEAM CANADA INC
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 21 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.



TEAM CANADA INC • ANNUAL REPORT 2003



Team Canada Inc • Équipe Canada inc

Canada

exportsource.ca
1 888 811-1119

OUR MEMBERS

TCI's membership includes 21 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; Department of Foreign Affairs and International Trade; Environment Canada; Export Development Canada; Fisheries and Oceans Canada; Indian and Northern Affairs Canada; Industry Canada; National Research Council Canada; Natural Resources Canada; Public Works and Government Services Canada; Statistics Canada; Transport Canada; Western Economic Diversification.

MEMBER SERVICES

TCI members serve Canadian businesses through offices located across the country and around the world, including:

12 INTERNATIONAL TRADE CENTRES (ITCs)

International Trade Centres are part of Industry Canada, and there's an ITC serving every province and territory across Canada. Each is set up to work specifically with small-to-medium sized enterprises who are ready to export or would like to diversify their business abroad. ITCs offer one-on-one export help, international market and industry information, targeted networking opportunities and export financing assistance.

INTERNATIONAL BUSINESS OPPORTUNITIES CENTRE (IBOC)

IBOC matches business opportunities abroad with capable Canadian firms, particularly smaller businesses. Opportunities are handled on a case-by-case basis, spanning all markets and all sectors. IBOC uses electronic databases and a broad range of contacts in government and industry to identify potential Canadian suppliers of products and services.

CANADIAN TRADE COMMISSIONER SERVICE (TCS)

The Canadian Trade Commissioner Service is a network of 500 business professionals working in more than 140 cities around the world. Their primary role is to provide in-market assistance to Canadian companies in the development of their business abroad. All their offices in Canadian embassies, high commissions and consulates abroad offer Canadian companies, regardless of their size or experience, a set of six core personalized services.

OUR EXTENDED NETWORK

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

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 (CBCSCs)

Located in every province and territory, and working with over 300 regional access partners across Canada, CBCSCs operate TCI's toll-free Export Information Service and deliver a wide range of information on business services, programs and regulations. CBCSC 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 CBCSC locations also provide a walk-in service.

13 TRADE TEAM CANADA SECTORS (TTCS)

The TTCSs 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; cultural goods and services; electric power equipment and services; environmental industries; health industries; information and communications technologies; oil and gas equipment and services; plastics; service industries; and wood products and other building materials. The TTCSs open doors and showcase Canadian capabilities abroad through trade missions, trade fairs and matchmaking events. They also offer information about target markets and 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
Export Information Service 1 888 811-1119	Export Preparation Guides	Export-Readiness Assessment	Market/Sector Information and Intelligence	Needs Assessment and Counselling	Market Prospect
On-line Export Information Exportsource.ca	Export Skills Training	Export Plan Development	Missions, Fairs and Trade Related Events	Provision of Working Capital	Key Contacts Search
	Preparation for U.S.	Export Plan Implementation	Market/Sector-Specific Advice and Guidance	Foreign Risk Mitigation	Visit Information
	Preparation for Other Markets		Market Development Funding	Medium/Long Term Foreign Buyer Financing	Face-to-Face Briefing
					Local Company Information
					Troubleshooting

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MESSAGE FROM THE MINISTER OF INTERNATIONAL TRADE

Trade is a good news story for Canada. Recognizing its vital importance to Canada's continuing prosperity, over 84 percent of Canadians support government action to bolster trade and investment. They believe that the government's top trade priority should be to offer Canadian business, particularly small- and medium-sized enterprises (SMEs), services and advice to help them export¹.

Canadians also recognize that we live in a global economy where each day brings more economic change, sweeping environmental and demographic challenges, opportunity for the well-off and risk for the marginalized. Clearly, we must find new ways to exploit the opportunities and manage the demands of globalization.

While the Government of Canada is advancing Canada's trade and economic interests in such multilateral fora as the World Trade Organization (WTO), the advancement of Canada-U.S. relations is a key priority. Exchanging close to \$2 billion in goods and services each day, our nations are each other's largest customers and biggest suppliers. We are joint stewards of our environment and partners in the defence and security of North America and the world.

The recently announced Enhanced Representation Initiative will greatly strengthen Canada's capacity to advocate its interests in vital economic, political and security matters. It will see Canada open seven new consulates and upgrade two existing consulates to consulates general. Through the appointment of 20 honorary consuls in key U.S. cities, the Initiative will pave the way for innovative, strategic partnerships in emerging power



centres. Having more resources on the ground will also enable us to build effective market intelligence networks and relationships with important players across the United States.

Team Canada Inc (TCI) has an important role to play in building a 21st century economy for Canada. As a highly successful collaboration across 20 federal departments and agencies and hundreds of private sector partners, TCI brings a breadth of experience and expertise essential to enhancing Canada's competitiveness and place in the world.

On behalf of my TCI ministerial colleagues, it gives me great pleasure to congratulate Team Canada Inc for another outstanding year of helping Canadian exporters succeed in global markets. I encourage TCI and its partners across Canada to continue to strengthen their collective work in support of the Canadian business community.

James Scott Peterson
Minister of International Trade

¹ See *Canadian Attitudes Towards International Trade*, an Ekos Research Associates survey released May 13, 2003.

MESSAGE FROM THE TCI MANAGEMENT BOARD

The Management Board is pleased to present the Annual Report for Team Canada Inc for 2002-03.

In its sixth year of operation, TCI continued to play a key role in helping Canadian businesses succeed in global markets by delivering trade services to tens of thousands of companies across all sectors of the Canadian economy. The range of services was broad, ranging from helping smaller companies recognize the benefits of going global and equipping them with needed skills and tools, to providing export-ready companies with valuable market research and information about international business opportunities.

During 2002-03, TCI supported the Government of Canada's integrated trade, investment, science and technology and innovation agenda. With 87 percent of Canadian exports destined for the U.S., supporting the Government's ongoing efforts to increase efficiency and security at the Canada-U.S. border was assigned high priority.

Throughout the year, TCI continued to broaden its network of stakeholders



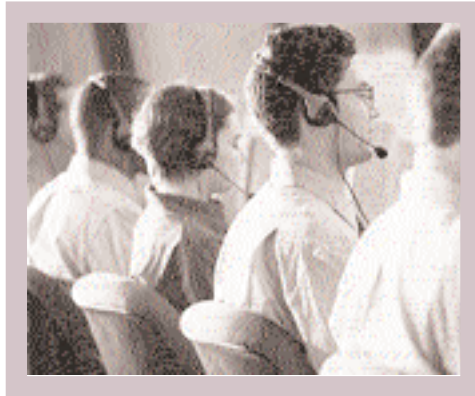
committed to helping Canadian businesses succeed globally. Through a new partnership initiative, for example, TCI successfully forged stronger connections with community-based business service centres, economic development offices, Community Futures offices and Aboriginal business service centres across Canada.

Responding to Canadians' demand for greater accountability from all government organizations, TCI continued to strengthen its mechanisms for managing and monitoring client services and measuring the impact of TCI initiatives. Improving these performance management mechanisms for tracking and reporting TCI's performance will be a priority in the year ahead.

continued on next page

Canada Export Awards

Each fall, Canadian companies that successfully export their products and services to markets around the world are recognized and celebrated through the Canada Export Awards. Export Award finalists and winners are justifiably acclaimed for increasing their export sales, for introducing new products and/or services abroad or for penetrating new markets. In doing so, they contribute significantly to Canada's economic growth. A panel of prominent business people from across Canada selects the winners from among the hundreds of nominations received each year. Throughout the pages of this Annual Report, 2003 Export Award winners are presented in success stories. TCI congratulates their efforts and success.



To anticipate and respond to evolving client needs, TCI will be required to continuously adapt to address remaining gaps in the services continuum. TCI will continue to actively promote TCI services to Canadian business; for small- and medium-sized enterprises that lack the resources to capitalize on global opportunities; and for larger firms that require specialized assistance to achieve their goals. Through the **Client Service Fund**, Canadian missions abroad will seek out innovative ways to meet exporters' needs for precise market intelligence and trade opportunities.

TCI will also devote significant energy to collective Government efforts to enhance relations with the U.S.

As a unique collaboration of government departments and agencies and hundreds of other stakeholders across Canada, TCI exemplifies the value of strong partnership and the benefits that can accrue from well-focused horizontal management. TCI and its member organizations remain strongly committed to the "Team Canada" approach. On their behalf, this Board pledges to continue seeking innovative, effective ways to reach out to more Canadian businesses with practical assistance and advice that will sustain and enhance their performance in international markets.

**Marie-Lucie Morin, Chair
TCI Management Board**

2 0 0 3 E X P O R T A W A R D W I N N E R

Lotek Wireless Inc

Lotek Wireless is a leading technology company that designs and manufactures fish and wildlife monitoring systems. Internationally recognized, Lotek exports its systems to leading researchers, biologists and scientists in 38 countries worldwide. The company has 125 employees and is located in St. John's, Newfoundland, and Newmarket, Ontario.
www.lotek.com

SELECTED ACHIEVEMENTS IN 2002-03

TCI members and partners:

- ▶ Registered more than 325,000 visits to **ExportSource.ca** and handled over 15,000 enquiries to the 1-888 **Export Information Service**.
- ▶ Delivered over 800 trade-related workshops and seminars across Canada.
- ▶ Published 252 Market Reports, Market Briefs and Country Sector Profiles for more than 16,000 clients registered to receive them online. Another 234,000 document downloads were recorded through **InfoExport** and the **Virtual Trade Commissioner**.
- ▶ Handled close to 40,000 requests at Canada's 140 posts abroad, providing over 15,000 market prospect and company reports, close to 8,000 key contact searches, over 6,200 face-to-face briefings and handling over 1,300 troubleshooting cases.
- ▶ Organized some 340 trade missions both to Canada by foreign buyers and by close to 3,000 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 2,500 Canadian companies as they participated in more than 100 trade fairs and other related events across Canada and around the world.
- ▶ Under the three-year, \$9-million **Brand Canada** initiative, more than 670 Canadian companies exhibited at the new Canadian pavilion at 21 trade shows and exhibits around the world. The Canadian pavilions showcase Canada as an advanced high-tech, sophisticated business partner.
- ▶ **SourceCAN** identified over 98,000 opportunities, matched these with potential suppliers from its inventory of close to 40,000 registered Canadian businesses and delivered the information to their desktops.
- ▶ Provided more than \$51 billion in trade financing and risk management services to over 7,000 Canadian businesses selling and investing abroad in 2002.
- ▶ Began implementation of the new **Agricultural Policy Framework**. Over 1,000 Canadian agriculture and agri-food companies participated in trade shows and incoming and outgoing trade missions, reporting nearly 8,000 business leads as a result. Under the Agri-Food Trade Program, \$15.7 million was provided to 68 industry associations for the development of international markets for agriculture, agri-food, food, beverage and seafood products.

For further information on TCI achievements in 2002-03, see Detailed Achievements and Plans for the Future.

PRIORITIES FOR 2003-04 AND BEYOND

For Canada, building a 21st century economy means having an innovative, responsive and productive domestic economy, capable of exporting products second to none in the world. As a nation, we must also energetically engage in promoting international recognition of Canadian products and wider understanding of Canada's global advantage.

In December 2003, the Government of Canada announced the creation of a new Department for International Trade, a new Minister of State (New and Emerging Markets) and its intention to place greater emphasis on support for small business access to international markets. It also announced the creation of new Cabinet Committees on global affairs and on Canada-U.S. relations, as well as plans to undertake the development of an integrated international policy framework for diplomacy, defence, development and trade. Clearly, the effectiveness of these changes will hinge on coordinated efforts by ALL Canadian trade stakeholders.

As it has for the past six years, TCI will continue to make important contributions in this regard. TCI will continue to expand



its network and service offerings. It will intensify efforts to link trade development work with other Government of Canada efforts to attract international investment to Canada and foster Canadian innovation. A new priority will be providing advice on the integrated approach to trade, investment, innovation, and science and technology which will be undertaken in the U.S. through the **Enhanced Representation Initiative**. Internally, TCI will continue to strengthen its own performance measurement and information management systems.

2 0 0 3 E X P O R T A W A R D W I N N E R

Mega Bloks Inc.

Mega Bloks Inc. is the world's second largest maker of educational construction toys. Based in Montreal, the company manufactures and exports a range of construction toys that feature its own interlocking plastic blocks. While 70 percent of its revenue comes from North America, Mega Bloks is steadily achieving success in international markets, with sales in over 100 countries. www.megabloks.com

Strategic Directions

TCI will continue to make it easier for thousands of Canadian businesses 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.



technology exchanges continues to be a major Government of Canada priority. In the years ahead, TCI will continue to support these goals by:

- ▶ Working even more closely with such partners as Investment Partnerships Canada and the Regional Trade Networks to better integrate trade, investment and innovation actions.

Delivering TCI initiatives

Positioning Canada as a source of innovative, high-quality goods and services and a preferred location for investment and

2 0 0 3 E X P O R T A W A R D W I N N E R

Palliser Furniture Ltd.

Palliser Furniture is Canada's largest assembled furniture manufacturer, with facilities in the United States, Mexico and Indonesia. The company produces furniture for North American customers based on stylish European designs. Palliser employs more than 5,000 people from over 70 countries. The company's main production and distribution site is in Winnipeg, Manitoba. www.palliser.com

2 0 0 3 E X P O R T A W A R D W I N N E R

ZENON Environmental Inc.

ZENON specializes in membrane-based technologies used in the treatment of drinking water and wastewater. Over the past four years, the company has penetrated markets in eastern Europe, Australia and Asia, dramatically increasing its revenue to \$145.9 million. ZENON is based in Oakville, Ontario, and employs 1,000 people, including some of the world's leading engineers and scientists. www.zenonenv.com

- ▶ Actively supporting the **Enhanced Representation Initiative**, through which the Government of Canada seeks to enhance its capacity to defend and advocate Canadian political and economic interests, and take advantage of opportunities and innovations in key markets across the U.S. In that regard, seven new offices will be opened over the next three years in Denver, Houston, San Diego, Raleigh-Durham, Philadelphia, Phoenix and Anchorage. Existing consulates in Miami and San Francisco will be upgraded to consulates general and a network of honorary consuls will be established.

Client Service

Having forged strong partnership links and built a large client base, TCI members will continue the work they began in 2002-03 to expand TCI's reach and quality of services. TCI's specific priorities over the next three years include:

- ▶ **Establishing new partnerships.**
To extend its reach to serve the smaller Canadian businesses, TCI will continue to forge stronger connections with chambers of commerce, industry and business associations and economic development offices across Canada.



- ▶ **Expanding existing partnerships.**
TCI will continue to provide direct support to the Regional Trade Networks (RTNs). As a follow-up to the successful hosting of the first National RTN Co-Chairs meeting, TCI and the RTNs will collaborate on initiatives to strengthen RTNs and their ability to serve smaller Canadian businesses.

TCI's partnership with the International Trade Centre in Geneva, Switzerland continues to generate benefits for Canadian businesses. New for 2003-04 will be TCI's access to a new tool, *Interactive TradeMaps*, which provides world-wide trade data.

- ▶ **Expanding TCI tools.**
TCI will continue to enhance its offering of export-readiness tools, market information

2 0 0 3 E X P O R T A W A R D W I N N E R

VSM MedTech Ltd.

Located in Vancouver, British Columbia, VSM MedTech develops, manufactures and markets medical devices for the diagnosis and treatment of neurological disorders and cardiovascular diseases. The company has rapidly increased its growth from a start-up with no revenue. Targeting global market opportunities, VSM now sells its commercial products throughout North America, Europe and Asia. www.vsmmedtech.com

and intelligence, and business development activities. In 2003-04, this will include an updated interactive web-enabled tool for small- and medium-sized enterprises (SMEs) called the *TCI Export Diagnostic*.

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

Continuing its focus on smaller businesses in priority sectors, TCI will emphasize online service delivery options. TCI will also continue to work with the SME Advisory Board, which acts as a voice for the interests of smaller businesses.

► **Continue marketing TCI services across the country.**

TCI's web portal **ExportSource.ca** and toll-free **Export Information Service** will continue to provide Canadian businesses with single window access to a full range of trade services, including those available from other levels of government and the private sector.



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

A highly integrated electronic **Client Relationship Management** (eCRM) system will be implemented over the next three years to help TCI members address the rising demand for more complex services. Based on the TCI Performance Measurement Framework, TCI will also continue to develop a comprehensive and consistent approach to performance measurement and reporting with respect to its export capability and preparedness and international market development commitments. TCI's extranet, *InfoPort*, will be used as a foundation information sharing tool.

2 0 0 3 E X P O R T A W A R D W I N N E R

Extreme CCTV Inc.

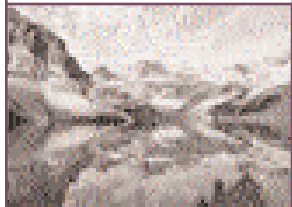
Extreme CCTV is a leading innovator in the design, development and manufacture of security system technological products. With operations in both Europe and North America and sales all over the world, the company is regarded as one of the fastest growing firms in its sector. Since 1997, its number of employees has doubled.
www.extremecctv.com

DETAILED ACHIEVEMENTS AND PLANS FOR THE FUTURE

Export Capability & Preparedness

Strategic Goal: Increase the number of active exporters in Canada

Strategic Priority	Results in 2002-03
<p>Facilitate access to fully integrated Government of Canada trade 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 in 2002-03. TCI's website, ExportSource.ca, hosted an average 27,000 visits per month, posting the third straight annual increase over 25 percent. This year, an innovative voice-web service called Talk to Us! was added, whereby an export information specialist can provide users with guidance to the information they seek. At 15,353, calls to TCI's toll-free 1-888 Export Information Service fell slightly for the third consecutive year, in part reflecting a growing preference for online services.</p> <p>TCI's network reached 667, with the identification of 117 new service delivery partners to the existing 350 Canada Business Service Centre partners, 140 embassies and missions abroad, 12 International Trade Centres (ITC), 12 Regional Trade Networks, 13 Trade Team Canada Sectors and about 40 <i>Going Global</i> workshop providers. The increase was due to TCI's new partnership initiative.</p>
<p>Produce relevant, useful information about exporting for Canadian businesses</p>	<p>All TCI information products and tools are available online at ExportSource.ca. At over 26,000 page views in 2002-03, the updated service export-readiness tool <i>Take a World View</i> has proven to be one of TCI's most popular products. The <i>Step-by-Step Guide to Exporting</i>, the <i>Roadmap to Exporting</i> and dozens of country reports are other popular downloads.</p> <p><i>ExportWise</i>, Export Development Canada's quarterly magazine for customers, was distributed to 27,000 subscribers plus another 10,000 recipients at trade shows and missions. The Department of Foreign Affairs and International Trade (DFAIT) published 21 regular issues and 13 special inserts of <i>CanadExport</i>. Articles were posted to the internet and sent to 8,500 regular e-mail subscribers. Another one million printed copies (about 52,000 per issue) were also distributed.</p> <p>Statistics Canada released new data from the Exporter Registry (1993-2001), providing updated information on the Canadian exporter population.</p> <p>Each year, TCI members individually and collectively offer hundreds of seminars, workshops and other training events to Canadian exporters considering or preparing to export.</p> <p>For example, ITCs served almost 31,800 clients across Canada, delivering some 863 seminars/workshops and supporting over 340 trade missions. Client Surveys showed that these events influenced 62 percent of participants to pursue the market or topic of the event and 51 percent obtained information that would alter the way they export.</p> <p>As well more than 1,400 entrepreneurs benefited from the <i>Going Global</i> workshop training offered by TCI partners in conjunction with Forum for International Trade Training (FITT). More than 90 percent of workshop participants rated the information learned as highly applicable or applicable to their own work.</p>



Plans for 2003-04 to 2006-07

In December 2003, the Government of Canada announced the creation of a new Department for International Trade, a new Minister of State (New and Emerging Markets) and its intention to place greater emphasis on support for small business access to markets. It also announced the creation of new Cabinet Committees on global affairs and on Canada-U.S. relations, as well as plans to undertake the development of an integrated international policy framework for diplomacy, defence, development and trade. Clearly, the effectiveness of these changes will hinge on coordinated efforts by ALL Canadian trade stakeholders. As it has for the past six years, TCI will continue to make important contributions in this regard.

Through active marketing and continued expansion of online products and services, TCI seeks to increase the number of visits to **ExportSource.ca** by 25-30 percent for each of the next three years. Given the trend towards greater use of web-based services, more modest increases are envisaged for the **Export Information Service**.

TCI will continue to pursue new partnerships to extend its reach to those “harder-to-reach” smaller businesses lead by youth, Aboriginal and women entrepreneurs, those based in rural communities across Canada and those found in official language minority communities.

TCI will continue to monitor the various tools and requests for information for purposes of identifying new products and titles that can be added to the current selection. Through active marketing, TCI seeks to increase usage of its products by at least 10 percent in each of the next three years. Specifically, the *Roadmap to Exporting* and the *Step-by-Step Guide to Exporting* will be updated and improved as online, interactive tools in 2003-04. A new online *Export Finance Guide* and an updated exporter diagnostic are also planned for release in Fall 2003. Other products slated for the planning period include: a transportation guide for exporters, an exporting to the U.S. guide and updated *Going Global* workshops.

The exporter community continues to express satisfaction with the **Exporter Registry** report. Statistics Canada plans to keep improving the database by adding additional variables in coming years.

Client Service Delivery will be enhanced through professional development efforts for ITC officers across Canada focused on service to new exporters and by strengthening partnerships, especially with and through the Regional Trade Networks.

There are plans to launch online versions of the *Going Global* workshops early in 2003-04, to offer export preparedness training to even more Canadian businesses across the country. Through active marketing and monitoring of client feedback for new topics of interest, TCI seeks to increase demand for workshops by up to 40 percent over the next four years.

2 0 0 3 E X P O R T A W A R D W I N N E R

Forensic Technology Inc.

Montreal’s Forensic Technology Inc. is dedicated to developing hi-tech solutions to help police officers solve violent crimes. Over 30 countries and territories own and operate FTI’s products and the majority of its sales come from abroad. FTI has grown from 54 employees to 260, with sales more than tripling since 1999. www.fti-ibis.com

Export Capability & Preparedness (continued)

Strategic Goal: Increase the number of active exporters in Canada

Strategic Priority	Results in 2002-03
<p><i>(continued)</i></p> <p>Produce relevant, useful information about exporting for Canadian businesses</p>	<p>As part of Canadian Heritage's Trade Routes program, four Cultural Trade Commissioners (CTCs) began serving arts and cultural organizations through the International Trade Centres (ITCs) in Vancouver, Toronto, Halifax and St. John's¹. This year, the CTCs visited more than 500 companies and organizations, helped more than 120 exporters diversify their markets and forged productive alliances with key cultural network partners. During Prairie Music Week, for example, an American music promoter was engaged to speak to participants about business practices in Los Angeles. In St. John's, the International Women's Film Festival accessed funding to bring in American buyers. In Winnipeg, the Audio Recording Industry Association (MARIA) initiated exporter preparedness workshops for members of the sound recording industry in Manitoba, Alberta and British Columbia.</p> <p>Software for the Canadian Automated Export Declaration (CAED) was released. Through it, exporters can safely modify their records with ease. The number of CAED registrants grew from about 2,500 to 10,000 during the year, driving a four-fold increase in the total number of transactions.</p>

International Market Development

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

Strategic Priority	Results in 2002-03
<p>Help Canadian companies identify and pursue foreign market opportunities</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, DFAIT's Trade Commissioner Service (TCS) handled almost 39,949 client transactions, including 15,781 market prospect and local company reports, 7,945 key contact searches, 6,230 face-to-face briefings and 1,368 troubleshooting cases. Close to 5,300 clients received market intelligence reports, while another 3,300 were offered support for their market visits. About 350 companies participated in key networking events with foreign buyers and other key contacts.</p> <p>The International Business Opportunities Centre (IBOC) received 6,400 business leads from over 100 posts abroad. This represents a 23 percent annual increase in the number of leads disseminated to over 18,000 small- and medium-sized Canadian companies. Resulting sales included a \$97,000 sale of green and yellow peas to the Philippines, an \$88,000 sale of wave pool equipment to Chile and a \$32,000 sale of automotive brakes to Mexico.</p> <p>SourceCAN is Canada's e-marketplace. It offers an e-based service that facilitates trade, identifies domestic and international business opportunities and matches these with potential Canadian suppliers of goods and services. SourceCAN and IBOC are complementary services. Close to 40,000 users were registered with SourceCAN in 2002-03. They received personalized notifications from the 1.6 million business opportunities that are matched annually. Contracts awarded through SourceCAN in 2002-03 amounted to \$80 million.</p>

¹Last year, cultural officers were co-located in the Winnipeg and Montreal ITCs.

Plans for 2003-04 to 2006-07

The CTCs will continue to introduce the full range of TCI services and products to arts and cultural SMEs and will continue to introduce the Virtual Trade Commissioner (VTC) and the **Trade Routes** programs. Additional CTCs will be added as needs are identified. Also through Trade Routes, the East Coast Music Awards and the more recently-developed West Coast Music Awards, will continue to bring buyers and industry professionals from around the world to Canada to participate in market development panels, workshops and business-to-business meetings with a view to promoting Canadian music worldwide.

The number of **CAED** registrants is expected to surpass 15,000 over the planning period. In 2003-04, real-time CAED data will be made available to the Canada Customs and Revenue Agency (CCRA). When funding becomes available, CAED will be made available via the Internet, further enhancing accessibility for exporters.

Plans for 2003-04 to 2006-07

A new electronic **Client Relationship Management (eCRM)** system will be implemented over the next three years to help the posts and other TCI members address the rising demand for more complex services. By streamlining current processes and making better use of the latest in information and communications technologies, eCRM will ensure Canadian exporters are always able to receive the appropriate services on a timely basis.

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 by increasing the awareness and use of its services and by implementing seamless service delivery through the integration of IBOC's e-Leads service with the Virtual Trade Commissioner (VTC).

SourceCAN is planning to increase the number of business opportunities offerings to Canadian companies, by adding more opportunity feeds, increasing its language capabilities, instituting an improved client registration system, mounting a marketing campaign and forming additional partnerships. SourceCAN is working on becoming a designated pilot e-Marketplace Community of Interest entity, under the Business Gateway initiative.

2 0 0 3 E X P O R T A W A R D W I N N E R

BW Technologies Ltd.

BW Technologies is a world leader in the design, manufacture and marketing of hazardous gas detection equipment. Headquartered in Calgary, Alberta, the company employs more than 300 people worldwide with offices in Australia, the United States, the United Kingdom, China and the Middle East. Last year's sales totalled more than \$50 million. www.gasmonitors.com

International Market Development

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

Strategic Priority	Results in 2002-03
<p>(continued) Help Canadian companies identify and pursue foreign market opportunities</p>	<p>Sector expertise continues to be strengthened in key markets through targeted training of trade officers and by placing sector-specific trade officers in key posts abroad. This year, for example, Natural Resources Canada placed climate change technology experts in New Delhi, India and Warsaw, Poland, while Canadian Heritage placed cultural trade experts in posts in Los Angeles, New York, London, Paris, and Singapore.</p> <p>DFAIT's Market Research Centre (MRC) produced 252 new Market Reports, Market Briefs and Country Sector Profiles for the over 16,000 clients registered to receive them through <i>InfoExport</i>, the Virtual Trade Commissioner (VTC) and at trade shows and other events. Another 234,000 document downloads were recorded through <i>InfoExport</i> and the VTC. As well, the first 17 in a series of sector flyers promoting the export capabilities of key Canadian sectors were distributed worldwide.</p> <p>DFAIT's International Financing Division participated in 28 trade events across Canada, providing over 1,000 exporters with information about potential business opportunities available through the activities of International Financial Institutions (IFIs) around the world. The Division produced a series of web-based factsheets on sources of project financing in 32 countries and the Division's website IFInet saw its number of visitors and free subscribers increase by 40 percent.</p> <p>With Canadian trade volumes increasing dramatically, the Client Service Fund (CSF) was established to help the TCS to meet higher demand for a broader range of more complex trade-related services. Under the CSF, more than 2,000 service improvement projects have been carried out in 115 missions and 13 geographic divisions. Of the Canadian business involved in these initiatives, 56 percent expanded their awareness and knowledge of the foreign business environment.</p> <p>Canada's regional development agencies – the Atlantic Canada Opportunities Agency (ACOA), Western Economic Diversification (WD), Canada Economic Development for Quebec Regions, and FedNor – delivered TCI services on 1,986 occasions, including over 300 individual export counseling sessions and over 50 export seminars. Under ACOA's new Export Internship for Trade Graduates program, 18 trade graduates were placed with companies throughout the Atlantic region. The program provided recent graduates with valuable hands-on training and companies with much-needed international trade expertise. Under WD's International Trade Personnel Program, over \$2.8 million in support was provided for the hiring of 82 international trade graduates to implement marketing projects on behalf of 77 western Canadian companies. The Canada Economic Development for Quebec Regions supported such key trade events as Saguenay 2000 (Saguenay, Quebec), Projet Silicon Valley (California), Montérégie International (Buffalo), Ingénierie sans frontiers (New York), SERDEX international (France) and Réseau Environnement (Montreal). FedNor began implementing a Team Northern Ontario Trade Strategy designed to build export capacity at the local level through the development of a network of community-based trade organizations, the FedNor International Business Centre (trade and tourism), trade missions and a collaborative model for delivery of federal export services with the International Trade Centre in Toronto.</p>
	<p>During the year, the Canada Customs and Revenue Agency issued 1,730 new Import/Export Account numbers to Canadian businesses.</p>

Plans for 2003-04 to 2006-07

AAFC intends to add 11 new agri-food specialists to strengthen the Trade Commissioner Service’s capacity to develop Canada’s agriculture, food and seafood business and investment interests in key markets around the world.

DFAIT’s MRC will continue to enhance the selection and packaging of market information and intelligence to address identified client needs. To better capture client needs a transactional client survey is planned for the Spring of 2003 and results will be reported annually. To ensure a base level of information across all posts, the MRC will continue to coordinate the production of up to five Country Sector Profiles per post. About 25 new sector flyers will also be added each year, reflecting international market priorities identified annually by the posts, trade and industry associations and others.

DFAIT’s International Financing Division will continue to develop new web-based content and marketing material to help Canada’s private sector take full advantage of the export and investment opportunities offered by a wide range of financing sources and infrastructure projects in developing and transition economies.

CSF initiatives will continue to be developed and implemented with a view to ensuring better performance management and client service.

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.

2 0 0 3 E X P O R T A W A R D W I N N E R

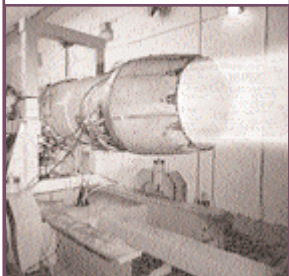
Blood Tribe Agricultural Project (1991)

Blood Tribe Agricultural Project (1991) is the largest irrigation operation in western Canada, irrigating approximately 10,000 hectares in the area of the Blood Tribe in Alberta. The operation has brought significant benefits in employment and education to members of the Blood Tribe, and sells its high-quality fibre product to markets in Japan, Korea, Taiwan, the Middle East and the United States. www.bloodtribe.com

International Market Development (continued)

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

Strategic Priority	Results in 2002-03
<p>Help Canadian exporters promote their goods and services abroad through high profile foreign missions</p>	<p>In 2002-03, there were a number of key high-profile trade missions and dozens of smaller missions. A June 2002 Mission to Mexico City and Monterrey attracted 63 business delegates and yielded five new business deals worth close to \$5 million. During the mission, EDC also finalized a \$23 million loan facility to a leading auto sector company in Monterrey. A November 2002 Mission to Africa attracted 104 business delegates and resulted in 24 agreements worth over \$150 million. A \$100 million African Investment Fund was announced to help encourage Canadian investment in Africa. Building on the success of five previous trade missions, ACOA organized two Team Canada Atlantic Missions which attracted 90 Atlantic Canadian firms and featured over 550 meetings with U.S. firms in the New York tri-state area. Almost \$27 million in sales and 103 business leads were generated. ACOA also organized a pan-Atlantic trade mission to the International Boston Seafood Show for eight Atlantic Canada firms. Five of the firms reported short-term sales ranging up to \$500,000. Some 2,500 Canadian SMEs participated in the 22 missions to the U.S. and another 70 information sessions in Canada which took place under the ExportUSA program. Under the New Exporters to Overseas (NEXOS) program, eight Canadian firms participated in SMAU 2002, Italy's leading trade fair. The National Research Council led 31 outgoing technology alliance development missions, while the NRC-Industrial Research Assistance Program participated in 11 outgoing missions involving Canadian SMEs. The increasing global interest in Canadian science and technology was reflected in over 50 high-level incoming missions to Canada. FedNor's Team Northern Ontario Trade Mission to Atlanta attracted 25 participants and yielded new business in the range of \$60 million.</p>
<p>Help Canadian exporters in key priority sectors by supporting their participation in trade fairs and trade-related events around the world</p>	<p>Subsequent to the establishment of the TCI Brand Canada program for global trade shows in fiscal 2001-02, TCI partners used program funds to support the marketing efforts of nearly 700 Canadian exhibitors at over 20 major international trade shows. These initiatives, featuring the use of high tech tools, improved graphics and advertising, sought to give Canadian exporters a competitive edge in an increasingly demanding marketplace. Together, this public/private sector partnership promoted Canada's image as a source of innovative, high-quality goods and services to international buyers from around the globe. Many of the exhibitors attributed initial and projected future sales to these improved marketing efforts in collaboration with TCI partners.</p> <p>Through Trade Team Canada Sector (TTCS) teams, TCI supports Canadian business participation in missions and trade fairs abroad and hosts foreign buyer missions to Canada. Over 80 percent of surveyed participants indicate that these activities help them access new markets and maintain or enhance their presence in foreign markets. Some 10 percent of respondents reported on-site sales in excess of \$500,000, while another 21 percent reported 10 or more strong business leads. A vast majority (94 percent) expected a positive business impact as a result of participating in these initiatives.</p> <p>TTC Aerospace and Defence supported over 137 Canadian firms attending key international air and defence shows, including the 2002 Farnborough Air Show (U.K.), Eurosatory 2002 (France) and a series of Special Security Seminars (Ottawa).</p>



Plans for 2003-04 to 2006-07

TCI members will continue to support the Prime Minister-led Team Canada Missions and to lead and/or participate in other Trade Missions representing specific regions, trade sectors and client groups. In 2003-04, consultations with key stakeholders will help evaluate past Team Canada Trade Missions with a view to further strengthening the program.

A Team Canada Atlantic mission to Washington is planned for November 2003. Other Atlantic Trade Missions are planned for Norway (aquaculture firms), Sweden and Norway (technology companies) and New York (aquaculture and seafood companies).

Planning for a NEXOS Wireless Mission to Sweden, Denmark and Finland for April 2003 was well underway at the close of the fiscal year. The Mission was expected to draw nine leading Canadian wireless technology companies for a series of pre-arranged meetings and networking opportunities with local carriers, telecommunication companies, wireless technology vendors and prospective partners. NEXOS was also planning a Biotech & IT Convergence Seminar as part of a series of Canada-related events to be held in Stockholm in May 2003. Some 16 Canadian companies and organizations were expected to participate.

A January 2004 Canadian Cultural Trade Forum (CTF) in Paris (France) is expected to draw 150-200 participants from Canada and over 250-300 participants from Europe and Africa. It seeks to increase new business opportunities, partnerships and market access for Canadian cultural industries and reinforce international business networks.

TCI will continue to implement the **Brand Canada** program to support the efforts of over 1,000 exhibitors at more than 35 international trade shows through 2004-05. Action will be taken to seek approval for an extension of the program, using already-established performance measurement criteria, to demonstrate the program's effectiveness and rationale for extending it for another four years.

TTC Aerospace and Defence will participate in such high-profile industry events as the 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.).

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Diamond Aircraft Industries Inc.

Diamond Aircraft Industries of London, Ontario, produces hi-tech planes for training and personal use. Diamond's planes are recognized as some of the safest and most efficient in the world. Currently, over 700 Canadian-built Diamond planes are in use in Canada, the United States and Europe. Ninety-five percent of the Canadian production last year was sold outside the country. www.diamondair.com

International Market Development (continued)

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

Strategic Priority	Results in 2002-03
<p><i>(continued)</i> Help Canadian exporters in key priority sectors by supporting their participation in trade fairs and trade-related events around the world</p>	<p>TTC Agriculture, Food and Beverages began implementing the new Agricultural Policy Framework, launched last year, aimed at promoting Canada as a global leader in agriculture and agri-food safety, innovation and environmental practices. Throughout the year, over 1,000 Canadian firms participated in trade shows and incoming and outgoing trade missions. Nearly 8,000 leads were reported by Canadian companies participating in agri-food trade shows.</p> <p>TTC Automotive supported 90 Canadian companies as they participated in such international trade fairs as the SAE Congress (Detroit), Industry Week 2002 (Las Vegas) and the Canadian International Automotive Show (Toronto).</p> <p>TTC Bio-Industries supported the participation of 150 Canadian bio-tech companies and individuals in BIO 2002, the world's largest biotechnology conference in the world. At a biotech leaders' conference called Bio Partnering North America (Vancouver), Canadian companies were also offered an excellent opportunity to achieve international recognition with over 550 delegates and speakers representing over 300 companies from 20 countries around the world.</p>
	<p>Following a successful performance review initiated by the new Trade Routes program, the former Cultural Trade Advisory Board has now reached the status of a Trade Team Canada Sector (TTC Cultural Goods and Services). The TTC CGS has started to develop comprehensive action plans to ensure smaller arts and culture entrepreneurs are able to fully tap international opportunities. During the year, more than 2,500 Canadian companies participated in a wide range of domestic and international trade events, including the Hot Docs Festival in Toronto and the East Coast Music Association (ECMA) Annual Awards in Halifax.</p>
	<p>TTC Electric Power Equipment and Services supported 16 Canadian companies' participation in such international trade events as PowerGen International 2002 (Orlando), the Russia Power 2003 Exhibition and Conference 2003 (Russia), IPPSO Conference/Exhibition (Ontario) and the Canadian Renewal Energy Show and Conference (Toronto).</p> <p>TTC Environmental Industries supported dozens of Canadian participants in international trade shows and fairs, including Americana 2003 (Montreal) which boasted over 400 exhibitors and 10,000 participants from 90 countries. Canadian participation in Pollutec 2002 (France), Poleko 2002 (Poland), and Enviro-Pro (Mexico) were also supported. Missions to Brazil, Chile, China and Uruguay were supported, as was one incoming mission from the Dominican Republic.</p> <p>Environment Canada organized and participated in such international workshops and conferences as Biotechnology for Environmental Protection and Sustainable Development (India), and Air Quality Monitoring workshops (India and Taiwan).</p> <p>Announced by the Prime Minister during the World Summit on Sustainable Development (WSSD) in South Africa (September 1, 2002), the Sustainable Cities Initiative is now an established initiative. Designed to develop integrated solutions to complex problems caused by rapid urbanization in emerging and developing economies, the SCI was launched as a pilot project in 1999. In the past three years, the SCI has expanded to seven cities and has identified \$3 billion worth of partnerships that will contribute awareness of Canadian technological capabilities in sustainable development and increase Canadian exports of products and services.</p>

Plans for 2003-04 to 2006-07

Facilitating Canadian industry awareness of global market demands and opportunities is also key to building markets. The Canadian agriculture and agri-food sector will benefit from AAFC's enhanced in-market trade and investment support, and an improved technical marketing capacity that responds to identified industry needs. This support will be provided through various services to help realize international opportunities, including export preparedness and counselling initiatives, market information and intelligence, and investment promotion. Integrated marketing strategies aimed at targeted geographic markets will also be implemented in partnership with industry.

Having identified the U.S., Mexico, Japan, China, Germany and Korea as key geographic priorities for the planning period, **TTC Automotive** is planning participation in such events as SAE Congress, the Tokyo Motor Show, International BAIKA, an incoming Original Equipment Mission from France, an Aftermarket mission to Mexico, an Original Equipment mission to Germany, and the Industry Week Aftermarket Trade Show.

TTC Bio-Industries is planning participation in BIO 2003.

TTC Cultural Goods and Services will continue to support and provide information to its members and other arts and cultural entrepreneurs. Both the International Trade Action Plans and the Export Development Action Plans (a summary) for eight sub-sectors within the arts and cultural sector will focus on key geographic market priorities and the priorities for government support to increase the preparedness of business and other organizations to export and to develop markets. TTC CGS is planning to participate in MIDEM 2004 (France).

TTC Electric Power Equipment and Services is planning participation in such upcoming events as Powergen International 2003, as well as an incoming mission from Japan's nuclear industry.

TTC Environmental Industries is planning a series of trade initiatives in Asia, as well as missions and participation in such upcoming trade events as Poleko (Poland), Enviro-Pro (Mexico), CIEPEC Trade Show (China) and GLOBE 2004 (Vancouver).

Environment Canada is planning to support GLOBE 2004, a leading international environmental trade fair and conference drawing decision makers from across the globe. Environment Canada will continue to organize and participate in international workshops and conferences with a view to raising Canada's profile as a source of world-class technologies, products and services for the environment sector.

Canada will expand the **SCI** up to a total of 17 cities worldwide, establishing an SCI footprint in Africa, Asia and Mexico, while expanding the footprint that exists in South America, Central America and the Caribbean, Eastern Europe and China.


2 0 0 3 E X P O R T A W A R D W I N N E R

BHP Billiton Diamonds Inc.

BHP Billiton Diamonds Inc. is part of the BHP Billiton Group, the world's largest diversified resources company. With the opening of its Ekati Diamond Mine, it has become the largest private employer in the Northwest Territories, where it produces almost 4 percent of the world's rough diamond supply. www.ekati.bhpbilliton.com

International Market Development (continued)

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

Strategic Priority	Results in 2002-03
<p>(continued) Help Canadian exporters in key priority sectors by supporting their participation in trade fairs and trade-related events around the world</p> 	<p>TTC Health Industries supported over 91 participants in such major international trade shows as Medtrade 2002 (Atlanta) and Medica 2002 (Germany), exposing Canadian suppliers to potential buyers from a dozen countries.</p> <p>TTC Information and Communication Technologies organized and supported over 1,000 Canadian participants in 62 incoming and outgoing missions, visits, trade fairs, journalist missions and seminars. Key international trade events included EXPO COMM (China), CommunicAsia/BroadcastAsia (Singapore), the Asian Industrial Technology Congress (Hong Kong), the SMAU Trade Show (Italy), CDXPO Trade Show and Conference (Las Vegas), ICT Seminar (Brazil), SIMO ICT Trade Show (Spain), EXPOCOMM (Mexico), CeBIT 2003 (Germany) and the ICT World Forum (Germany).</p> <p>Established last year, the new TTC Oil and Gas Equipment and Services participated in such international trade shows as e-Excitep 2003 and Offshore Technology Conference (Houston).</p> <p>TTC Plastics supported 45 companies participating in such international events as Chinaplas 2002 (China), Intrerplas 2002 (U.K.), Plastimagen 2002 (Mexico), and Brasilplast 2003 (Brazil).</p> <p>TTC Service Industries supported 70 Canadian companies participating in such international events as the BETTS Trade Show (U.K.), On-line Learning Trade Show (Los Angeles), World Education Market 2002 (Portugal) and a Coastal Tourism Conference (Vancouver) at which over 150 international delegates discussed best practices in Canadian coastal tourism development. A new International Project Development Roadmap (Infrastructure Project) was introduced for the services sector, as well a strategy for an interactive online financing tool was developed.</p> <p>TTC Wood Products and Other Building Materials supported Canadian participation in such international trade events as BAU 2003 (Germany), Interbuild 2003 (U.K.), International Builders Show (Las Vegas) and Midwest Builders (Chicago). A number of incoming missions of U.S. buyers were also supported.</p> <p>The Canada Mortgage and Housing Corporation (CMHC) actively supports Canadian businesses in their search for new housing export opportunities in selected, high potential markets such as the U.S., the U.K., China, Japan and Chile. Last year, CMHC supported over \$55 million worth of Canadian exports through such activities as promotional support and training, securing approvals from warranty and regulatory agencies and technical assistance.</p>

Plans for 2003-04 to 2006-07

TTC Health Industries is planning further participation in Medica 2003.

TTC Information and Communications Technologies planned trade shows/missions/events include TieCon 2003 (U.S.), an incoming e-Gov Mission from Brazil, Conip Sao Paulo Congress on e-Gov, a Russia Roadshow in Canada, two incoming e-Gov Missions from Japan, a Cross-Canada IT Seminar on Mexicom, an ICT Wireless Mission to Southeast Asia, the China High Tech Fair (China), TELECOM (Geneva), PT Wireless (China), NASSCOM (India), a Canadian ICT Seminar Series in Japan, the World Summit Information Society (Geneva), ExpoComm 2004 (Mexico), SuperComm 2004 (India), CeBIT 2004 (Germany) and HKII Expo and Conference (Hong Kong).

TTC Oil and Gas Equipment and Services is planning for EXITEP 2003 (Mexico), KIOGE 2003 (Russia), as well as the participation of some 200 Canadian companies in the Offshore Technology Conference (Houston).

TTC Plastics is planning activities related to the National Plastics Exposition 2003 (Chicago) and Chinaplas 2003 (China), as well as a mission to Mexico.

TTC Service Industries is planning further participation in BETTS (U.K.), as well as a strategic partnership initiative with the Mexican Engineering Society.

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 events as Construct Canada, the International Builders' Show (Las Vegas), Pan Expo 2003 (Ireland), and Interzum 2003 (Germany). A seminar on green building requirements in the U.S. is also planned.

Over the next three years, CMHC plans to support contracts in priority countries valued at \$250 million.

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Éditions L'artichaut Inc.

Éditions L'artichaut is a publisher of French-language educational materials based in Rimouski, Quebec. L'artichaut works with local teams to adapt its teaching materials to francophone regions around the world. It has found profitable markets in France, Belgium and Switzerland, and has recently expanded into Senegal and Cameroon.
www.artichaut.ca

International Market Development (continued)

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

Strategic Priority	Results in 2002-03
<p>Help Canadian youth, Aboriginal and women entrepreneurs promote their goods and services abroad by supporting their participation in trade fairs and trade-related events around the world</p>	<p>The Virtual Aboriginal Trade Show (VATS) showcases Aboriginal companies and their products and services, helping strengthen their position in domestic and international markets and to more fully profit from e-commerce opportunities. A recruitment launch took place at the Connecting Aboriginal Canadians (CAC) Forum in Ottawa, March 2003. Canadian Heritage (Trade Routes) leads on the arts and cultural aisle of VATS and has registered 72 companies.</p> <p>For its part, DFAIT worked closely with the Aboriginal International Business Development Committee to spearhead a wide range of outreach activities to encourage a greater export orientation among Aboriginal entrepreneurs. Over 2,000 participants throughout the year attended such events as the AFN-NEXUS National Aboriginal Business Conference and Trade Show (Khanawake), the First Nations Agriculture and Foods Conference: Branding our Future (Prince George), the Council for the Advancement of Native Development Officers (Edmonton), the Native American Business Alliance Convention (Arizona), the Aboriginal Business Summit (Toronto), the Fourth Aboriginal Financial Management and Economic Development Forum (Vancouver) and the Western Aboriginal Business Summit (Saskatoon). Other promotional activities included reprinting the Directory for Aboriginal Exporters due to popular demand, and the production of a special <i>CanadExport</i> Supplement on Aboriginal Exporters.</p> <p>Over 400 individuals and businesses participated in a number of key trade events specifically targeting women entrepreneurs, including Salon d'entrepreneuriat Féminin (St. Jean sur Richelieu), Gala-Femmes des Affaires du Québec (Montreal), a Women in Business Symposium (Charlottetown) and a Newfoundland and Labrador Organization for Women Entrepreneurs Annual Conference (Gander). A trade mission to France and Germany for Women in Digital Media was held in February 2003 and attracted 15 participants.</p> <p>The inaugural Meeting of the Women's International Business Development Committee was held in Ottawa in March 2003. Some 23 members representing 14 federal departments and agencies attended. At the meeting, the Committee compiled an <i>Inventory of Federal Government Programs for Women Business Owners</i> and commissioned a pilot study of federal SME policies to support women business owners in trade. As well, a <i>CanadExport</i> women's supplement entitled <i>Going Global: World Markets for Women Entrepreneurs</i> was published and distributed widely.</p> <p>TCI-supported export marketing courses and outreach activities were attended by over 200 youth participants at the University of Ottawa. Likewise, a trade-related outreach activity attracted 50 youth participants at the University of Toronto. In Western Canada (Edmonton, Calgary, Lethbridge, Red Deer and Slave Lake), trade-related outreach activities attracted some 300 youth. As well, a <i>CanadExport</i> young entrepreneurs supplement called <i>Canada's Young Entrepreneurs: Take on the World</i> was prepared and distributed widely.</p>



Plans for 2003-04 to 2006-07

TCI partners will continue to identify opportunities for working together to engage partners through an active campaign aimed at such organizations as Aboriginal business service centres, Chambers of Commerce, trade associations targeting youth and women and educational institutions.

The **Aboriginal International Business Development Committee** will continue to promote and facilitate successful export practices among Aboriginal entrepreneurs through support for and participation in such activities as the World Summit of Indigenous Entrepreneurs, the Council for the Advancement of Native Development Officers National Conference, Nunavut Trade Show, the Nunavut Arts Festival 2003 and National Aboriginal Day.

Women Entrepreneurs

TCI products and services will be actively promoted at such key events as Business Beyond the Box: A Women's Enterprise Society of BC-hosted Virtual Conference, the Global Summit of Women 2003, the Organization for Women in International Trade, the Atlantic Women in Business Conference and a Global Banking Alliance for Women event called *Women Trading Globally*.

Youth Entrepreneurs

A number of trade events targeting youth are planned, including the 6th National Métis Youth Conference (Ottawa), the Global Youth Summit (Calgary), the International Council for Small Business Development 48th World Conference (Ireland), the Canadian Council for Small Business and Entrepreneurship Annual Event (Vancouver) and an APEC – Young Leaders Forum. As well, export and outreach sessions are planned for Youth Employment Services, Young Entrepreneurs from Quebec, Junior Team Canada and at over 20 universities and colleges across Canada.

A Young Entrepreneurs web site is in the planning stages and will include a calendar of events, success stories of young entrepreneurs, news releases and links to other related web resources.

A NEBS Trade Mission for young entrepreneurs in the cultural industries is also planned.

International Market Development (continued)

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

Strategic Priority	Results in 2002-03
<p>Provide market development funding</p>	<p>Some 647 Canadian companies and 50 trade associations were granted \$19.1 million in financial assistance through the Program for Export Market Development (PEMD). About \$3.1 million in repayments were received. A 2002 survey of clients revealed a 92 percent rate of satisfaction with PEMD, with about 74 percent of company respondents indicating that PEMD helped increased exposure for the company and its products, establish contacts/networks and find distributors/agents/buyers.</p> <p>Under the Agri-Food Trade Program, \$15.7 million was provided to 68 industry associations for the development of international markets for agriculture, agri-food, food, beverage and seafood products.</p> <p>The Canada Wood Export program is already well-known among the 13 national and 20 provincial Canadian wood export organizations, representing virtually all existing and potential Canadian wood products exporters eligible under the program. Under the Program, eight associations representing more than 1,000 existing and potential exporters were provided with \$2.77 million to support such major projects and initiatives as: Canada wood promotion offices run by industry in Mumbai, India and Shanghai, China; Canadian wood promotion representation in Seoul, South Korea and Taipei, Taiwan; 10 wood market studies; and training 12 Chinese building inspectors in wood frame construction techniques.</p> <p>The Business Development Bank of Canada (BDC) provided support - loans, venture capital and consulting services - to over 21,000 commercially viable small- and medium-sized Canadian businesses and has a total financing portfolio of \$8 billion. BDC's unique and specialized solutions include 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>In its first full year of operation, the popularity of the Trade Routes program was such that it was over-subscribed by 3.5 to 1. In addition, trade officers responded to over 675 requests for further information and advice on the program.</p>



Plans for 2003-04 to 2006-07

TCI members will continue to support Canadian exporters through various market development funding programs. A **PEMD** Review is expected to be completed in 2003-04. The objective of the review is to ensure PEMD continues to meet the changing needs and expectations of the Canadian business community and remains relevant in the current international trading environment. The Review will also ensure closer integration with the Trade Commissioner Service and the New Approach.

The **Canada Wood Export** program plans to add five Canada wood promotion offices overseas to increase awareness by importers of Canadian wood products expertise. During 2003-04, Canada Wood will form a partnership with Canada's Super E™ building program in the U.K. and is proposing to increase its presence in China with the addition of an in-country staff member. A demonstration structure for wood frame construction is planned for use at various European trade shows. As well, country-by-country market development strategies will be developed starting in 2003-04. A review of the program is planned for 2004-05, with a full evaluation scheduled for 2006-07.

Business Development Bank of Canada will continue to provide innovative financing and consulting solutions for Canadian entrepreneurs to support them in their productivity enhancement and pursuit of international markets.

International Market Development (continued)

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

Strategic Priority	Results in 2002-03
<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 2002, EDC extended more than \$51 billion in trade finance and risk management services to finance or insure Canadian exports and investments in approximately 180 markets on behalf of over 7,200 Canadian businesses. To improve customer service, EDC has also introduced a number of new trade finance e-business tools, including: online Economic Reports, <i>EXPORT Protect</i> (a self-service tool that allows an exporter to insure a single transaction of up to US\$50,000 against non-payment by foreign buyers) and <i>EXPORT Check</i> (a tool to assess a buyer's credit worthiness and insurability).</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. CCC also offers Department of Defence/NASA and International Prime Contractor service packages that provide the exporter's customer with a government-backed guarantee of contract performance. In addition CCC offers Canadian companies access to commercial sources of pre-shipment financing through the Progress Payment Program to successfully execute their export contracts. In 2002-2003 some 1,971 Canadian companies sold more than \$951.7 million in goods and services supported by CCC in 31 countries around the world.</p>



Plans for 2003-04 to 2006-07

EDC has set a target of serving 10,000 customers by 2004 by reaching out to new exporters in new ways, supporting existing customers as they strive to increase their exports, and attracting new investors and stakeholders. Over the next three years, for example, EDC will be phasing in *Globex*, an innovative computer application that promises to radically streamline existing underwriting processes, enhance the security of online transactions and accommodate continued growth in e-business.

Having received an increase in its annual appropriation to support ongoing operations, an equity contribution to strengthen the Corporate balance sheet and legislative changes that permit commercial borrowing and service charges, the Canadian Commercial Corporation is poised to expand its reach to even more Canadian exporters.

Photo credits

Natural Resources Canada, cover and page 10.

Agriculture and Agri-Food Canada, pages 14, 18.

Canadian Heritage, cover and page 22.

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