

KEY TRADE CHALLENGES

Trade opportunities multiply the potential benefits for exporters on a global rather than on a domestic scale.

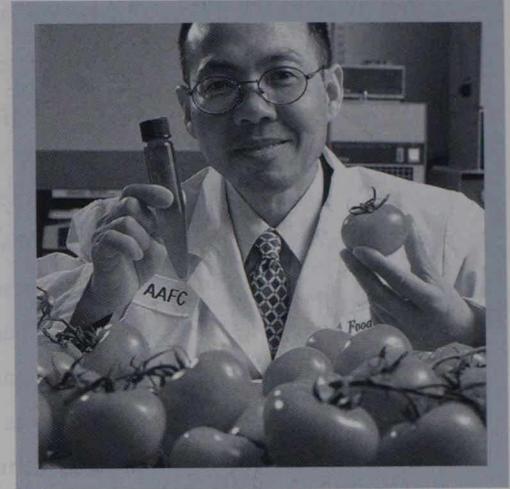
Trade increases the incentive to innovate, and innovation ultimately leads to increased prosperity.

Chief Economist, EDC

Clearly, achievements on this front will leverage TCI and partner efforts to boost Canadian trade and investment.

Positioning Canada Abroad

Innovation, or the ability to acquire, adapt, and advance knowledge, is one of the most powerful sources of competitive advantage in modern economies. It fuels productivity growth, which determines how well our businesses compete in the global arena, how attractive Canada is for both domestic and foreign investment and, hence quality of life for all Canadians. Unfortunately, Canada's investment in research and development (R&D) has lagged behind the U.S. and other major competitors, while our productivity and income levels are also significantly below U.S. levels. As a result, we are at risk of losing the talent and capital we need to fuel innovation and competitiveness. To address these issues, the Government of Canada has launched a new **Innovation Strategy** that includes plans for making Canada more globally competitive by increasing R&D support, building a more competitive skilled workforce and fostering the right business and regulatory environment.



In June 2002, the Government of Canada also unveiled a new **Agricultural Policy Framework** (APF) designed to move Canadian agriculture beyond crisis management to a more profitable future. The APF seeks to position Canada as a world centre of excellence for food safety, innovation and environmentally responsible agriculture and agri-food production in the 21st century. The international component of the APF has been designed to maximize international opportunities arising from progress on the domestic front. This will further enhance Canada's reputation in international markets and support the Canadian agri-food and seafood industries in gaining recognition in

KEY TRADE CHALLENGES

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

Spielo

Moncton, New Brunswick

In only 12 years, gaming product manufacturer Spielo has grown from a small Maritime company to an industry leader in the competitive, high-stakes gaming industry. Spielo designs, manufactures and operates high-technology gaming products that are setting the standard for innovation. Spielo's award-winning line of video lottery terminals is capturing major contracts worldwide, most recently in the Netherlands and the U.S. www.spielo.ca