

## 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.*