

- providing information to both experienced and new-to-exporting firms through ExportSource (<http://exportsource.gc.ca>), TCI's award-winning Internet access point for leading-edge trade and export information; and through its telephone Export Information Service, a national toll-free number (1-888-811-1119) with direct links to TCI partners;
- promoting awareness of export development services to both active and potential exporters through the federal/provincial Regional Trade Networks. The five areas of service include: General Information, Skills Development, Export Counselling, Market Entry Support and Trade Financing.

International Market Development: The international marketplace is evolving quickly and becoming more complex and competitive. IC is working to increase exports of Canadian goods and services, and to diversify to other markets beyond the U.S., by:

- developing and implementing, with industry members, priority sector trade strategies and programs through the Trade Team Canada Sectors (TTCS), to improve market share in priority sectors and markets;
- promoting the participation and expansion of Aboriginal businesses in domestic and international trade, and among Indigenous peoples;
- identifying and matching Canadian sources of supply, in particular small businesses, with foreign trade opportunities through the International Business Opportunities Centre;
- supporting, through the Canadian Tourism Commission, a cooperative relationship of some 1 200 private-sector, federal, provincial and territorial government partners to market Canada as a travel destination to more than 25 countries.

Investment: IC is working to attract new FDI and retain existing foreign investment by:

- marketing Canada's advantages as an investment site, assisting the growth of SMEs through international investment partnerships;
- improving the investment climate and removing investment impediments;
- targeting and customizing services of specific MNEs in priority sectors;
- forging new partnerships across all levels of government and the private sector.

Investment Partnerships Canada plays a coordinating role in securing high-profile, strategic investments in Canada's key growth sectors, and in retaining investments that are at risk.

Agriculture and Agri-Food Canada (AAFC)

AAFC's departmental vision is that of "a growing, competitive, market-oriented agriculture and agri-food industry that is profitable and responds to the changing food and non-food needs of domestic and international customers, is less dependent on government support, and contributes to the well-being of all Canadians and the quality of life in rural communities while achieving farm financial security, environmental sustainability and a safe, high-quality food supply".

One of AAFC's four business lines is Expanding Markets. The objective is to work with industry and other partners to improve and secure market access; to enable the agri-food sector to capture opportunities for trade in domestic and export markets, with a focus on processed agricultural products; and to increase domestic and foreign investment in the sector:

Market Access: where the expected outcomes are improved and more secure access to international markets and a reduction in internal barriers to trade. These outcomes are achieved by:

- negotiating and maintaining trade agreements;
- resolving/reducing barriers to domestic and international trade;
- advancing Canadian interests through the activities of international bodies.

International Market Development: where the expected outcome is a contribution to increased sales of Canadian agriculture and agri-food products. AAFC promotes increased sales of Canadian agriculture and agri-food products by:

- coordinating a strategic federal, provincial and industry partnership approach to export market development;
- providing programs and services to promote growth in export and domestic markets for both products and companies;
- fostering supply chain management and development of alliances to improve industry competitiveness.

Investment: where the expected outcome is a contribution to enhanced capability to supply competitive Canadian agriculture and agri-food products. AAFC promotes increased sales of Canadian agriculture and agri-food products by:

- coordinating a strategic approach to investment in Canada's agriculture and agri-food sector with all levels of government;
- providing programs and services and supporting alliances to encourage domestic and international investment in the Canadian agriculture and agri-food sector;