

**Plans for 2002-03 to 2004-05**

TTC Services has identified Argentina, Brazil, Chile, China, Costa Rica, Hungary, Mexico and Poland as key geographic priorities for the planning period. The team plans to introduce a *How-to Roadmap* for the services sector, as well as an interactive, online *Sources of Financing* tool.

The Sustainable Cities Initiative will be further expanded to develop integrated solutions to complex problems caused by rapid urbanization in emerging and developing economies. Coverage will expand to cover 17 cities on four continents to contribute awareness of Canadian technological capabilities in sustainable development, increase Canadian exports of products and services, and ultimately help Canada and lesser-developed countries meet Kyoto Protocol objectives. The feasibility of building alliances in pilot markets to enhance market entry strategies for smaller Canadian services providers is also being studied.

Key geographic priority markets for Canadian agriculture, agri-food, and seafood industries include the U.S., Japan, EU, China and Mexico.

In 2003, the Government of Canada will implement the new **Agricultural Policy Framework**, which will undertake domestic and international actions to make Canada a global name synonymous with excellence in agriculture and agri-food safety, innovation and environmental practices.

The **Canada Wood Export program**, incorporating CCWPI will be launched in 2002-03. This five-year, \$35 million program will provide contributions to industry associations to undertake cost-shared projects to expand export opportunities for Canadian wood products.

In 2002-03, a new SME Advisory Board will be appointed to continue the important work of the SME Task Force for another three years. The Board will act as a voice for small and medium sized enterprises and will serve as a forum for testing new programs and services available to them. It will also advise the Minister on ways to assist them in exporting their products and services.

TCI's new partnership initiative will also reach out to these key targets. TCI will conduct outreach and engage partners through an active campaign aimed at Aboriginal business service centres and business or trade associations targeting youth and women. The objective is to work with community-based partners to deliver TCI's full range of export services and tools.

A TCI Digital Media Mission of Women Entrepreneurs to France and Germany is planned for February 2003.

As part of the **Trade Routes** program, the Department of Canadian Heritage will develop an Aboriginal export development action plan to help existing and potential Aboriginal arts and cultural exporters to compete successfully in international markets. Working in conjunction with Indian and Northern Affairs Canada and the Aboriginal International Business Development Committee, Canadian Heritage will also develop a Virtual Aboriginal Marketplace.