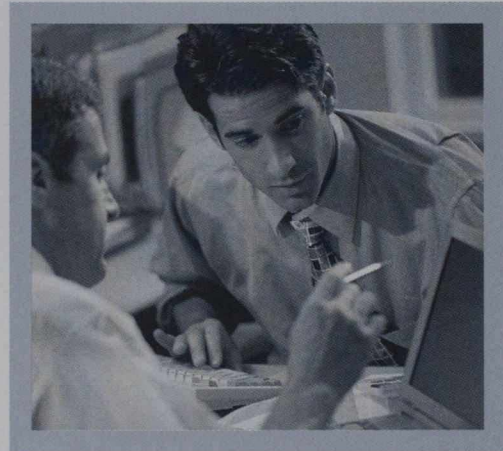


► **Identifying innovative ways to reach out to more Canadian businesses.**

With a particular focus on smaller businesses in the key priority sectors, TCI will continue to emphasize online service delivery options, responding to small businesses' increasing preference for obtaining information and guidance in this way. As well, a newly-appointed SME Advisory Board will act as a voice for smaller business and will serve as a forum for commenting on new programs and services.

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

To ensure the network is operating for optimal efficiency and effectiveness, TCI is proposing the development of a highly integrated **electronic Client Relationship Management (eCRM)** system to enhance coordination of TCI services delivery. The eCRM aims to build on the **Virtual Trade Commissioner**, a free Internet-based portal launched in November 2002, which provides registered Canadian companies with personalized information and services.



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

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

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

**Fincentric Corporation**

*Richmond, British Columbia*

Fincentric Corporation is a global provider of banking and wealth management technology. Established in 1984, this pioneering company recognized the importance of wealth management to the financial industry early on and is now a leader, providing Web-enabled software solutions to approximately 300 customers in financial institutions worldwide. The company's strategic alliances have helped it to penetrate markets in the U.S., South Africa and Asia. **www.fincentric.com**