

- **What has been accomplished**

Focus group sessions with over 250 companies and industry associations were conducted on: (a) the services of the TCS; and (b) client needs in developing and entering foreign markets. For the first time, the TCS has:

- Published a list of services available from all international posts to clearly communicate to clients how trade commissioners can help them develop foreign markets
- Established a formal feedback mechanism for clients and trade officers through comprehensive annual surveys to measure the impact of TCS services and improve their quality.

Comprehensive communication and training programs are being delivered in 1999 to ensure the implementation of the Performance Measurement Initiative within the TCS and among its stakeholders.

Celebrating Excellence in Exporting

- Each year the Minister for International Trade presents awards to the country's top exporters, chosen by a panel of their peers from across Canada. The 10 1998 winners were honoured at a gala presentation ceremony in Calgary in October. Special recognition was also given by the Program sponsors to three winners in the form of the CIBC Job Creation Achievement Award, the EDC Smaller Exporter Achievement Award, and the Teleglobe Innovation and Technology Achievement Award. The **Canada Export Awards** program celebrates the success of Canada's export champions and sends a

message to new exporters about how international sales support jobs and growth in Canada.

6. Investment Development

- The Canadian presence at this year's annual meeting of the **World Economic Forum** (WEF), held in Davos, Switzerland, between January 28 and February 2, 1999, was led by the Prime Minister, who was joined by the Minister for International Trade, Sergio Marchi, and the Minister of Industry, John Manley. The meeting presented an important opportunity to provide information to business leaders from around the world on Canada's positive economic performance and competitive investment advantages.
- The **PEMD-Investment** program was launched by Minister Marchi in Ottawa on January 13, 1999. The program is designed to assist Canadian communities in attracting foreign investment. The program commits \$5 million annually for public-private partnerships at the local level, with the federal government contributing up to 50% of the cost of individual initiatives in such areas as training, database development, research and production of marketing material, etc. Its objectives are to enhance investment readiness among Canadian communities and to foster excellence in local investment attraction initiatives.
- The **KPMG international cost comparison study**, *The Competitive Alternatives: A Comparison of Business Costs in North America, Europe and Japan*, was released at a ceremony in Ottawa on March 11, 1999. This study is