

## Key Team Canada Inc Initiatives

Over the past two years, the new Team Canada Inc integrated approach has achieved impressive results:

### □ Enhanced Strategic Decision-Making

- creation of Regional Trade Networks that link federal and provincial departments and agencies with the private sector at the local level, to carry out joint planning of trade and export delivery services;
- creation of the Canadian Agri-Food Marketing Council (CAMC), a private-sector group to advise Ministers on tailoring strategies, programs and services to boost sales of agri-food products;
- appointment, by Order-in-Council, of a CEO-level private sector Team Canada Inc Advisory Board;
- expansion of the Team Canada Inc partnership from the original three founding members to 20 federal departments and agencies;
- implementation of a new investment promotion tool of “twinning” selected Deputy Ministers in a country champion and domestic call program;
- focus on the 12 high-performance Trade Team Canada Sectors that join government and industry with Posts abroad to plan trade promotion activities in Canada’s key markets.

### □ Consolidated Planning and Reporting

- publication of the first consolidated IBD Business Plan (1998-2001) across the three core IBD departments;
- presentation of annual IBD Reports to Parliament by the Minister for International Trade;
- creation of a federal/provincial IBD Task Force to improve cooperation in database sharing, ministerial missions and exporter preparation.

### □ Improved Communications Products

*For external clients:*

- adoption by all partners of a common Team Canada Inc logo, to promote brand recognition;
- implementation of the two key information sources: the toll-free phone service (1-888-811-1119), and the Internet web site (<http://exportsource.gc.ca>).

*For members:*

- a workspace on the *ExportSource* web site providing quick and easy access to TCI information.

## Revitalized Service Delivery

Team Canada Inc is committed to improving and expediting the access to available information and services for business clients by:

- redefining domestic and foreign services with a clear, business-like, “management by results” approach, designed to meet the needs of the IBD community;
- maintaining delivery agents throughout Canada and around the world: in Canada, 10 Regional Trade Networks, 10 International Trade Centres, 12 Canada Business Service Centres, 12 Trade Team Canada Sectors, regional offices of TCI partners, and community-level partners; abroad, 130 embassies and missions, with plans for more Trade Commissioners deployed abroad with a view to reaching a 70:30 ratio, field to headquarters, by the year 2006.
- creating common tools to assist clients, including a national toll-free Export Information Service and the ExportSource Internet site — both of which provide single-window access to our programs or services;
- creating the Agri-Food Trade Service (ATS) to provide, with the provinces and the private sector, specialized services for the agriculture and agri-food sector;
- creating Investment Partnerships Canada;
- establishing the International Business Opportunities Centre (IBOC) to make the business community aware of overseas sales opportunities;
- creating a new unit to focus on the special export needs of SMEs, women, youth and aboriginals;
- creating the Team Canada Inc Market Research Centre to produce 250 market studies a year;
- establishing a “Post-Referral” process, by which Posts can redirect Canadian exporters who may not yet be fully export-prepared back to the domestic TCI partners;
- improving and enhancing service standards for the Trade Commissioner Service.