



These goals remain as important today as they were five years ago:

- ▶ Improve market access.
- ▶ Increase the number of exporters.
- ▶ Diversify Canada's export base.
- ▶ Expand beyond U.S. markets.
- ▶ Improve Canada's share of global investment.
- ▶ Exploit the full potential of Team Canada missions.

In 1997-98, TCI members and partners agreed on a national framework of five broad service areas: General Information, Skills Development, Export Counselling, Market Entry Services and Trade Financing. Building on this, an **Export Services Continuum** was introduced in 1998-99, providing a conceptual framework for TCI's work (see inside cover). By clearly delineating "export-ready" exporters from those requiring export preparedness training and basic information, the framework paved the way for more efficient streaming of clients to the services that could most help them and freed TCI members to deliver better, more

targeted services. While acknowledging the interconnections between TCI's work and the Government of Canada's market access and investment promotion efforts, TCI's focus was further refined in 2000-01 to concentrate more exclusively on export capability and preparedness and international market development. Promoting an integrated Government of Canada trade agenda remains a key TCI priority.

Expanding Network

Initially, TCI comprised three federal government departments – Agriculture and Agri-Food Canada, the Department of Foreign Affairs and International Trade and Industry Canada. Almost immediately, TCI started reaching out to other departments and agencies engaged in trade promotion. Today, 22 federal departments and agencies are TCI members. (They are listed on the inside cover of this report.)

TCI's network of service delivery providers has also expanded significantly over the past five years and now includes 140 embassies and missions abroad, 11 Regional Trade Networks, 12 International Trade Centres, 13 Canada Business Service Centres, 13 Trade Team Canada Sectors, and about 40 Forum for International Trade Training and *Going Global* workshop providers. There are also over 350 other TCI service providers, as well as a large number of trade associations and educational institutions that use TCI tools to assist their members and students.