

## ACHIEVING THE VISION

Team Canada Inc's vision for the future is ambitious and achievable only through focused effort and the continued cooperation of all TCI members and partners. It is this teamwork that makes the Team Canada Inc concept work.

Each year, TCI's Management Board approves an action plan that outlines priorities under five key business lines. Action plan activities are funded by contributions from TCI's members and managed by the TCI Directorate.

In 2002-2003, TCI plans to undertake the following activities:

### **Maintain and enhance core TCI tools**

- Continued work to make TCI's [exportsource.ca](http://exportsource.ca) Internet portal even more effective for exporters will include efforts to streamline and personalize content.
- The Canada Business Service Centres (CBSCs) will continue to deliver and enhance TCI's valuable toll-free Export Information Service.
- The CBSCs will begin to offer their innovative "Talk to Us" service, allowing [exportsource.ca](http://exportsource.ca) users to be guided via telephone by an export information officer to relevant information on the website.
- TCI will contribute financially to DFAIT's Market Research Centre, strengthening the Centre's capacity to meet increasing exporter demand for market reports.

### **Market TCI products and services**

- Building on the "Team Canada Inc: Your Source for Export Services" marketing campaign adopted last year, a wide range of advertising and promotional activities will further enhance exporter awareness of what TCI has to offer.

### **Develop export information products and services**

- TCI's popular Step-by-Step Guide to Exporting will be updated and an innovative online version will be developed.
- A new edition of the informative Roadmap to Exporting will also be launched.
- The widely used online Interactive Export Planner will be upgraded to allow faster, more reliable service.
- A new Exporter's Guide to Transportation will provide critical information and guidance on the challenges of global distribution.

### **Build the TCI partnership**

- Orientation sessions for TCI's growing network of members and partners will be organized across Canada.
- TCI member communications will continue to be enhanced.
- Expanded efforts will be taken to engage new export service delivery partners.

### **Coordinate and report on results**

- TCI will continue to refine and expand its capacity for coordinating, planning and reporting on its collective results.