

## SELECTED ACHIEVEMENTS FOR 2001-02

Together, TCI members and partners:

- ▶ Handled almost 16,000 enquiries to the **1-888 Export Information Service**, boosting the five-year total over 76,000.
- ▶ Registered more than 308,000 visits to **ExportSource.ca**, the second consecutive increase of 25 percent or more.
- ▶ Delivered over 1,000 workshops, seminars and other outreach activities to more than 27,000 participants across Canada.
- ▶ Published 179 market reports and market briefs for the 15,000 clients registered to receive them online. Another 166 country sector profiles were also published online.
- ▶ Organized over 500 missions, trade fairs and other related events, bringing together some 6,000 Canadian companies with thousands of potential buyers around the world.
- ▶ Launched **SourceCAN**, an automated bid service that helped facilitate \$100 million in export sales for Canadian companies in its first 11 months of operation.
- ▶ Handled almost 45,000 requests at Canada's 140 posts abroad by providing over 20,000 market prospect and company reports, over 9,200 key contact searches, almost 8,500 face-to-face briefings and by handling over 1,900 troubleshooting cases.
- ▶ Provided more than \$51 billion in trade financing and risk management services to over 7,000 Canadian businesses selling and investing abroad in 2002.
- ▶ Started implementing a three-year, \$9-million **Brand Canada** initiative to raise Canada's profile at key global and regional trade shows in TCI priority sectors.
- ▶ Began implementing **Trade Routes**, the first program specifically designed to facilitate the international business development needs of Canada's arts and cultural exporters.

*For further information on TCI achievements in 2001-02, see the final section entitled Detailed Achievements and Plans for the Future.*