

TCI'S GROWTH FORMULA

TCI was created to help ensure that Canadian businesses receive the export assistance they need effectively and efficiently. TCI members remain strongly committed to working together to meet this objective.

Although most Canadian exports occur with little help from government, many businesses still require significant support to go global. SMEs are often lean in human and financial resources and require help (information, guidance, skills training and capacity-building) to prepare for competition against larger firms in dramatically different markets. For sectors where the number of SMEs is high, federal, provincial and municipal government support is key.

Government support can be critical in ensuring that Canada's regions, and rural communities within regions, have full opportunity to participate in global trade. The same is true for Canada's women, youth and Aboriginal entrepreneurs.

Government and partners can also play a significant and valuable role in "branding" Canada as a knowledge economy and world-class producer of value-added products and services. Finally, government and its partners are uniquely positioned to offer valuable guidance and support in risky, but potentially rewarding markets around the world.



While governments at all levels have pursued many of the activities mentioned above, it was recognized in 1997 that a more coordinated approach was needed. TCI was created to help ensure that Canadian businesses receive the export assistance they need effectively and efficiently. TCI members remain strongly committed to working together to meet this objective.