

Plans for 2003-04 to 2006-07

The CTCs will continue to introduce the full range of TCI services and products to arts and cultural SMEs and will continue to introduce the Virtual Trade Commissioner (VTC) and the **Trade Routes** programs. Additional CTCs will be added as needs are identified. Also through Trade Routes, the East Coast Music Awards and the more recently-developed West Coast Music Awards, will continue to bring buyers and industry professionals from around the world to Canada to participate in market development panels, workshops and business-to-business meetings with a view to promoting Canadian music worldwide.

The number of CAED registrants is expected to surpass 15,000 over the planning period. In 2003-04, real-time CAED data will be made available to the Canada Customs and Revenue Agency (CCRA). When funding becomes available, CAED will be made available via the Internet, further enhancing accessibility for exporters.

Plans for 2003-04 to 2006-07

A new electronic **Client Relationship Management** (eCRM) system will be implemented over the next three years to help the posts and other TCI members address the rising demand for more complex services. By streamlining current processes and making better use of the latest in information and communications technologies, eCRM will ensure Canadian exporters are always able to receive the appropriate services on a timely basis.

IBOC will continue to work with missions and posts abroad to bring business leads to the attention of Canadian businesses particularly small- and medium-sized enterprises by increasing the awareness and use of its services and by implementing seamless service delivery through the integration of IBOC's e-Leads service with the Virtual Trade Commissioner (VTC).

SourceCAN is planning to increase the number of business opportunities offerings to Canadian companies, by adding more opportunity feeds, increasing its language capabilities, instituting an improved client registration system, mounting a marketing campaign and forming additional partnerships. SourceCAN is working on becoming a designated pilot e-Marketplace Community of Interest entity, under the Business Gateway initiative.

2 0 0 3 E X P O R T A W A R D W I N N E R

BW Technologies Ltd.

BW Technologies is a world leader in the design, manufacture and marketing of hazardous gas detection equipment. Headquartered in Calgary, Alberta, the company employs more than 300 people worldwide with offices in Australia, the United States, the United Kingdom, China and the Middle East. Last year's sales totalled more than \$50 million. www.gasmonitors.com