

## FIVE YEARS OF ACHIEVEMENT

*The Government of Canada has set the goal of branding Canada as the most innovative country in the world. To achieve this ambitious objective, we are making decisions – and crucial investments – to build a culture of innovation in Canada.*

Minister for International Trade

This Annual Report looks at TCI's programs and activities. It documents how TCI members and partners, working individually and collectively, contributed to Canadian businesses' export capability and preparedness, and to positioning Canada internationally as a reliable source of high quality, innovative goods and services.

In this regard, the **Brand Canada** program got off to a successful launch, supporting the enhanced representation of TCI partners and exporters at 27 key international trade shows around the globe. At many of these events, there was evidence demonstrating the inextricable link between Canada's trade program and investment activities. The **Trade Routes** program launched in November 2001 will continue to gather momentum on behalf of Canada's cultural goods and services exporters. As well, starting in 2002-03, a new **Agricultural Policy Framework** will radically transform how we position Canadian agriculture, agri-food, and seafood industries as world-leading suppliers of safe and innovative products, produced in an environmentally responsible manner. The same will be true for exporters of wood and



other building products, as **Canada's Wood Export Program** and other forestry-related initiatives unfold.

The Annual Report also looks ahead to the key trade development challenges facing Canada and how TCI is directly and indirectly involved in broader Government of Canada efforts to address those challenges. In terms of protecting Canada's all-important trade relationship with the U.S., for example, many TCI members are key contributors to the **Smart Borders Initiative**. As well, TCI members as a group are examining new approaches to achieving Canada's trade development objectives in the all-important U.S. market.

### Canada Export Awards

*Each fall, Canadian companies that successfully export their products and services to markets around the world are recognized and celebrated through the Canada Export Awards. Export Award finalists and winners are justifiably acclaimed for increasing their export sales, for introducing new products and/or services abroad or for penetrating new markets. In doing so, they contribute significantly to Canada's economic growth. A panel of prominent business people from across Canada selects the winners from among the hundreds of nominations received each year. Throughout the pages of this Annual Report, 2002 Export Award winners are presented in success stories. TCI congratulates their efforts and success.*