

supports Canadian businesses active in 200 countries. More than 4100 Canadian exporters turned to EDC for trade financial services in 1998, concluding more than \$34.7 billion in sales and foreign investments in 155 countries. Nearly 90% of EDC's customers are SMEs.

- The **Canadian Commercial Corporation (CCC)**, an export sales agency, provides Canadian exporters with practical commercial advice and assistance to close sales in difficult markets. Its contracting expertise is particularly effective in selling to foreign governments and international organizations. In 1997-98, CCC worked with more than 1750 companies, of which 75% were SMEs, and completed sales valued at \$1.02 billion in 48 countries.
- The **International Business Opportunity Centre (IBOC)** has put sales leads from around the world into the hands of prospective Canadian suppliers. To date, the Centre has contacted more than 15 000 companies across Canada, approximately 75% of which are SMEs. Successful exports range in contract value from \$10 000 to over \$1 million. These sales are door-openers and are often the first of a series of export sales.
- In 1998, the **Market Research Centre** produced approximately 250 sectoral market information studies that identified specific product and service opportunities in key overseas markets.
- **WIN Exports** is the client management database of the Trade Commissioner Service (TCS) and Team Canada Inc. In 1998, an "online" version of the database was introduced, enabling government Trade Officers around the world to access the most current Canadian exporter

information in real time. For the first time, the TCS will be fully "networked" with information sharing among all missions and micro missions. Over 40 000 Canadian exporters and organizations are now registered in WIN Exports.

- The **Agri-Food Trade Service (ATS)**, the agri-food arm of Team Canada Inc, offers a variety of services to potential, new and experienced exporters. ATS Online (<http://atn-riae.agr.ca>), an electronic service that is part of the ExportSource Internet site, links the user to market information, statistics, business opportunities, etc. In 1998, *ATS Online* received an average of 1900 hits per day, for a total of more than 620 000 hits during the year.

*Increasing market share in priority and emerging markets*

- **Team Canada missions**, led by the Prime Minister and the provincial premiers, represent a cornerstone of the Team Canada approach to international business development. The fifth Team Canada mission, to Eastern Europe, originally scheduled for January 1999, was replaced by an official bilateral visit to Poland and Ukraine. The business sessions that formed the main element of the Prime Minister's bilateral visit were highly successful: 93 companies and 114 business representatives participated in the Poland program resulting in 38 signed deals valued at \$132 million. In Ukraine, 124 companies and nearly 150 business people signed 18 deals valued at \$163 million.
- 1998 marked the second year of operation for the **GO-Team** of rapid-response Trade Commissioners dedicated to fostering new