

Export Capability & Preparedness (continued)

Strategic Goal: Increase the number of active exporters in Canada

Strategic Priority	Results in 2002-03
(continued) Produce relevant, useful information about exporting for Canadian businesses	<p>As part of Canadian Heritage's Trade Routes program, four Cultural Trade Commissioners (CTCs) began serving arts and cultural organizations through the International Trade Centres (ITCs) in Vancouver, Toronto, Halifax and St. John's¹. This year, the CTCs visited more than 500 companies and organizations, helped more than 120 exporters diversify their markets and forged productive alliances with key cultural network partners. During Prairie Music Week, for example, an American music promoter was engaged to speak to participants about business practices in Los Angeles. In St. John's, the International Women's Film Festival accessed funding to bring in American buyers. In Winnipeg, the Audio Recording Industry Association (MARIA) initiated exporter preparedness workshops for members of the sound recording industry in Manitoba, Alberta and British Columbia.</p> <p>Software for the Canadian Automated Export Declaration (CAED) was released. Through it, exporters can safely modify their records with ease. The number of CAED registrants grew from about 2,500 to 10,000 during the year, driving a four-fold increase in the total number of transactions.</p>

International Market Development

Strategic Goal: Enhance Canadian competitiveness in specific sectors and markets around the world

Strategic Priority	Results in 2002-03
Help Canadian companies identify and pursue foreign market opportunities	<p>Each year, TCI members provide thousands of Canadian exporters with foreign market and export opportunity information, networking opportunities, as well as troubleshooting advice and guidance on innovative approaches to developing international business. Various TCI members also identify sales leads for Canadian companies, many of which translate into export sales, new partners/suppliers and even new products.</p> <p>At 140 posts abroad, DFAIT's Trade Commissioner Service (TCS) handled almost 39,949 client transactions, including 15,781 market prospect and local company reports, 7,945 key contact searches, 6,230 face-to-face briefings and 1,368 troubleshooting cases. Close to 5,300 clients received market intelligence reports, while another 3,300 were offered support for their market visits. About 350 companies participated in key networking events with foreign buyers and other key contacts.</p> <p>The International Business Opportunities Centre (IBOC) received 6,400 business leads from over 100 posts abroad. This represents a 23 percent annual increase in the number of leads disseminated to over 18,000 small- and medium-sized Canadian companies. Resulting sales included a \$97,000 sale of green and yellow peas to the Philippines, an \$88,000 sale of wave pool equipment to Chile and a \$32,000 sale of automotive brakes to Mexico.</p> <p>SourceCAN is Canada's e-marketplace. It offers an e-based service that facilitates trade, identifies domestic and international business opportunities and matches these with potential Canadian suppliers of goods and services. SourceCAN and IBOC are complementary services. Close to 40,000 users were registered with SourceCAN in 2002-03. They received personalized notifications from the 1.6 million business opportunities that are matched annually. Contracts awarded through SourceCAN in 2002-03 amounted to \$80 million.</p>

¹Last year, cultural officers were co-located in the Winnipeg and Montreal ITCs.