

- The **ExportSource "Toolkit"** is a Team Canada product to be launched this year that will bring together wide-ranging export-related information within a single Internet site. ExportSource will give Canadian firms instant access to information that will help them develop — or expand — export markets for their goods and services.
- **Small Business and Info-Fairs** are being held in 30 cities across Canada between January and April 1997. The Team Canada trade exhibit is a major component of the Info-Fairs, which have attracted approximately 26 000 visitors to date.

Services/Products Focussed on Agri-food

- The **Agri-food Trade Service (ATS)** is a joint initiative of the Department of Foreign Affairs and International Trade and Agriculture and Agri-Food Canada aimed at improving the level of federal service to Canadian agri-food exporters and potential investors in the agri-food industry. ATS links a network of agri-food specialists located across Canada with trade commissioners located in our embassies and high commissions.
- The **Agri-food Industry Market Strategies (AIMS)** is one initiative under the ATS; currently 26 agri-food industries are participating. The Government is committed to supporting the export business plans emerging from these "virtual" alliances of agri-food firms in Canada.
- The **Canadian Agri-food Marketing Council (CAMC)** is a private sector group established to advise the Government on the agri-food industry's marketing and competitiveness requirements, and on how to tailor strategies, programs and services to enhance sales of Canadian agri-food products. All three programs, **ATS**, **AIMS** and **CAMC**, are intended to help the agri-food sector attain its target of \$20 billion in annual agri-food exports by the year 2000.

In fiscal year 1995-96, exclusive of Team Canada missions, **International Business Development** activities resulted in:

- 400 Canadian companies going on foreign missions;
- overseas posts providing 26 000 market information and intelligence services (for fiscal year 1996-97);
- 1500 participants attending trade fairs organized by the Department of Foreign Affairs and International Trade;
- 370 foreign buyers attending market seminars;