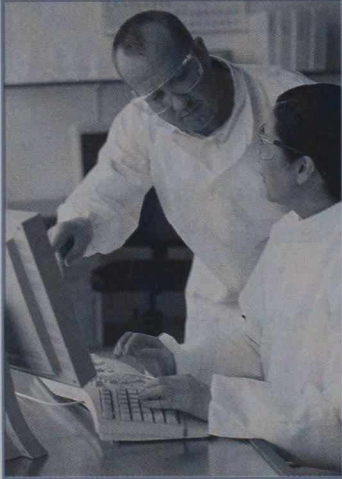


International Market Development (continued)

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

Strategic Priority	Results in 2001-02
<p>(continued)</p> <p>Help Canadian exporters in key priority sectors by supporting their participation in trade fairs and trade-related events around the world</p> 	<ul style="list-style-type: none"> • TTC Services provided support to Canadian companies participating in such international events as Smart Communities 2001 (Poland), House and Construction 2002 (Poland) and World Education Market 2002 (Portugal), a trade mission to Hungary, a consulting engineers mission to Mexico, and an infrastructure services mission to Chile. As well, close to 350 Canadian firms, NGOs and government organizations participated in the Sustainable Cities Initiative, which has identified \$3 billion in potential projects that could be implemented over seven years, \$2 billion of which are already being pursued. Projects range from full-scale sustainable waste management systems, to storm water/sewage master plans/expansions, tourism initiatives, telecommunications, energy management and urban transportation. • Support was provided to over 230 Canadian businesses, participating in food events happening around the world. These efforts generated over 12,000 business leads. • Natural Resources Canada launched the Canada-China Wood Products Initiative (CCWPI) to promote Canadian wood products and services exports to China.
<p>Help Canadian youth, Aboriginal and women entrepreneurs promote their goods and services abroad by supporting their participation in trade fairs and trade-related events around the world</p>	<p>The Minister for International Trade's SME Task Force completed its three-year mandate in September 2001. The Task Force has helped maintain an ongoing dialogue with smaller businesses for purposes of identifying specific ways to ensure that Canadian smaller businesses are in the best position to take advantage of global opportunities.</p> <p>An Aboriginal Pavilion at the ANUGA Trade Show and Aboriginal participation in SIAL Food Show in Montreal helped brand the uniqueness of Canadian Aboriginal products at these important international trade events.</p> <p>Some 24 Canadian businesswomen, representing information technologies, services and consumer products companies, participated in a Woman Crossing Borders mission to London and Ireland.</p>