

trade opportunities arising from Team Canada missions, free trade agreements, and changing market conditions. In the past year, GO-Team officers were deployed for up to six months to Beijing, Sao Paulo, Buenos Aires, Santiago, Mexico City and Almaty.

- Throughout 1998, **additional trade positions** were created abroad with a view to reaching a 70:30 ratio, field to headquarters, by the year 2006. A total of seven new positions were created in China, the United States, the Philippines, and Panama.
- **Strategic plans for emerging markets in the agri-food sector** were developed jointly with the provinces for the markets of Singapore, the Philippines, Russia and Colombia. The plans provide a focussed, strategic approach to export market development and were delivered to the federal-provincial ministers of agriculture in July of 1998.
- **Eight priority market action plans** (United States, Japan, South Korea, Brazil, Mexico, Taiwan, the European Union, and China/Hong Kong) were implemented in 1998. These plans were developed by federal and provincial officials to better coordinate the market development efforts and expenditures of both levels of government in these markets.
- Since joining the Team Canada Inc network in September 1998, the **Department of Canadian Heritage** has developed:
 - A trade and investment internet site linked to ExportSource

- Cultural trade profiles for 9 markets (to be posted on the Departmental internet site in July 1999)
- A list of target export markets and cultural products and services which in consultation with the private sector, will be used to focus international business development activities.

- On September 1, 1998 a special **Education Marketing Unit** was created to help increase Canada's export capacity for education and training products and services in such market areas as distance learning-mediated technologies, multilateral bank financed procurement contracts, student recruitment, and research and development. To date, the Unit has:

- Launched a revamped *Marketing Canadian Education* Web site
- Established the Canadian Learning Centre in Kiev, Ukraine, during the Prime Minister's official visit in January, 1999
- Created, in October 1998, an Education Marketing Advisory Board reporting to the Minister for International Trade.

Renewal of the Trade Commissioner Service (TCS)

- **Focus on the Client**

In the past year, the Trade Commissioner Service (TCS) has finalized a major renewal effort based on measuring and improving the value of its services. This effort is now called "Expand Your Horizons." Its objective is to provide a more businesslike service to its primary clients: export-ready Canadian businesses.