

*International Market Development (cont'd)*

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

Goals	Achievements
Provide Canadian companies with world-class risk management and trade financing solutions	<p>In 2001, more than \$44 billion of sales and foreign investments by Canadian companies were concluded in 180 markets with the support of trade finance and risk management services. These services were provided to more than 6,300 Canadian companies, 90% of whom were small and medium-sized businesses. Nearly \$11 billion – or 25% – of these sales and investments were in developing countries worldwide.</p> <p>As part of a pilot project, TCI members helped six Canadian agri-food exporters enter new markets by providing funding to trading houses in Japan and Korea.</p> <p><b>SourceCan</b> integrates a cross-government electronic corporate registry and international tender feed system. This single database of corporate information and capabilities is designed to reduce the burden of multi-registrations across government and is an effective way to promote Canadian companies to the world. <b>SourceCan</b> is a collaborative partnership arrangement between several TCI partners and HyperNet Inc. It has received extensive support from the provinces and Canadian industry.</p>

*TCI Capacity-building*

Strategic goal: Further strengthen the TCI network

Conduct a comprehensive review of strategic directions, purpose and mandate	TCI members undertook a comprehensive review of business objectives, practices and achievements to identify areas where re-alignment or greater emphasis might be needed. The review resulted in the adoption of new strategic goals for TCI (see "A Look Ahead") and a confirmation that the TCI business model is working for Canadian business.
Adopt a clear governance framework for TCI	To further strengthen the TCI partnership, TCI management has formalized a governance framework to ensure the TCI network is achieving its objectives in the most effective and efficient manner possible. The framework will be implemented throughout 2002.
Establish a common performance measurement framework for TCI members	The TCI management team began work on a new TCI performance measurement framework, which is expected to be adopted by mid-2002. This will establish the data collection and management indicators required to better monitor how the TCI network is performing against its strategic goals and business objectives.