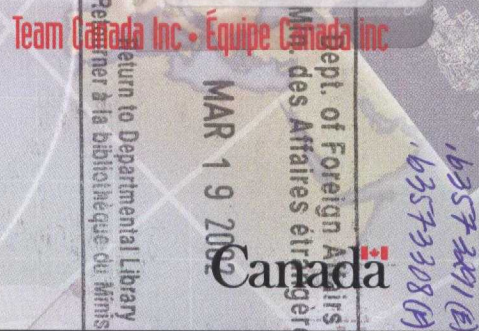




# TEAM CANADA INC

THE BUSINESS PLAN AT A GLANCE

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## TEAM CANADA INC — CONNECTING CANADIAN BUSINESSES TO GLOBAL OPPORTUNITIES

### OUR STRATEGIC OBJECTIVE

To create jobs and prosperity by assisting Canadian firms to take full advantage of international business opportunities and by facilitating the flow of investment and technology.

### The Essentials: Trade, Investment and Technology

In a global economy, trade matters more than ever for growth and jobs. Exports account for over 40% of Canada's GDP. More than 3 million Canadian workers owe their jobs directly to foreign markets. Foreign direct investment supports research and development, and the use of new technologies. This makes Canadian businesses more productive and competitive, attracting higher levels of investment and fuelling export growth. Attracting investment and technology, developing domestic technology and using it to make better products and provide better services, and exporting more of what we produce — these are the essential ingredients for high quality and secure jobs in the global economy.

### TEAM CANADA INC — HELPING CANADIAN BUSINESS TAKE ON THE WORLD AND WIN!

The Government of Canada has created Team Canada Inc (TCI) to make it easier for businesses to get information and services from government to take advantage of international business opportunities. Twenty government departments and agencies are working together to provide one stop access to business programs and information services that businesses can use to succeed in the global marketplace. In addition, the TCI government partners are coordinating trade policy development so they can work more closely with the business community and other stakeholders to develop new trade priorities for Canada.

### TCI'S BUSINESS PLAN PRIORITIES AND WHAT WE ARE DOING TO GET THERE

#### Market Access

- Identifying, with industry, significant trade and investment barriers in priority markets
- Negotiating bilateral, regional and multilateral trade agreements
- Resolving specific irritants and barriers to trade
- Advancing Canadian interests through international organizations

#### Export Capability and Preparedness

- Expanding awareness of international market opportunities to foster a 'global-market' mind-set among Canadian firms
- Engaging strategic partners (e.g., provinces, academic institutions and business associations) in exporter preparation
- Targeting TCI services to meet new exporter needs, particularly export skills training and export counselling, market entry support and trade financing
- Renewing Industry Canada's International Trade Centres, which serve Canadian businesses from locations across Canada
- Broadening and diversifying Canada's exporter base, with particular emphasis on small- and medium-sized enterprises, and tapping into Canada's ethno-cultural diversity to increase our competitive advantage with a focus on firms in priority sectors and companies interested in priority markets

#### International Market Development

- Improving service to Canadian businesses, including broader information dissemination, more extensive financing, insurance and contracting support to new clients, improved business sourcing and matching, and enhanced coordination of trade and investment missions abroad

- Renewing the Trade Commissioner Service to provide better service to Canadian clients abroad
- Diversifying the exporter community, targeting novice exporters among youth, women and aboriginal entrepreneurs
- Adding new products to our export services, including educational services, public sector expertise, cultural products and tourism offerings
- Increasing market share in emerging and fast growing markets
- Expanding export awareness through a wider communications campaign
- Celebrating excellence: Canada Export Awards

#### Investment Development

- Marketing Canada as the cost-competitive NAFTA location of choice, highlighting Canada's investment strengths and advantages
- Vigorously pursuing the attraction, expansion and retention of investment from targeted multinational enterprises in key markets and priority sectors
- Continuously evaluating Canada's investment climate to address potential concerns from foreign investors
- Assisting Canadian small- and medium-sized enterprises to pursue partnerships with foreign companies in selected sectors and markets
- Forging a strong Team Canada approach to foreign investment attraction, working in close collaboration with provinces, municipalities, Canadian businesses and academic and research institutions

### MEASURING OUR PROGRESS

TCI's Business Plan addresses challenges like how to improve market access; help increase the number of exporters; broaden Canada's export range; export beyond the US market; improve Canada's share of global investment, and exploit the potential of Team Canada trade missions. In all these areas and many others, we have established performance indicators to measure our progress, and objectives to help us work together.

The complete Business Plan is available on TCI's Internet site via the Team Canada Inc link at:

**exportsource.gc.ca**

To find out more about Team Canada Inc services, please call our toll free export information service at:

**1-888-811-1119**

The Government of Canada has four goals for international business development:

To become the world's best trading nation by enhancing our international competitiveness

To make Canada the location of choice for investment in North America

To create jobs and economic growth in Canada by fostering productivity-enhancing innovation and research and development by Canadian multinational enterprises and small- and medium-sized businesses

To exercise leadership in global trade liberalization

