

"Team Canada Inc (TCI) is recognised as a bench-mark in the provision of support to exporters, in particular through its impressive tools."

*International Trade Centre
WTO/UNCTAD, Geneva*

► Emphasize the use of innovative online technologies and approaches to further facilitate fast and efficient delivery of services, while maintaining TCI's commitment to multi-channel service delivery (e.g. via the Internet, telephone, in-person and print).

► Enhance TCI's contributions on behalf of the exporter community to the Government of Canada's international business development planning and priority setting efforts, promoting the development of an integrated trade agenda.

Building TCI's capacity to add value

Over the next three years, TCI will continue to strengthen its own management and administration practices with a view to further enhancing its capacity to function effectively and efficiently on behalf of the Canadian exporter community.

TCI will:

► Implement its new governance framework adopted in 2001. This framework will ensure that TCI has the senior management commitment, resources and operating practices it needs to achieve maximum results.

► Introduce the new performance measurement framework for implementation beginning in mid-2002. The framework will bring greater consistency and commonality in terms of performance measures, allowing even more meaningful transparency about TCI's achievements and results over time.

► Continue talks with the International Trade Centre in Geneva, an agency operated jointly by the World Trade Organization (WTO) and the United Nations Conference on Trade and Development (UNCTAD). Various TCI products may be adapted to assist with export development work in developing nations.

TCI's most popular products and services are described in Annex IV.

Further information about TCI's products and services is available at **exportsource.ca** or by calling **1 888 811-1119**