


International Market Development (continued)

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

Strategic Priority	Results in 2002-03
<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> 	<p>TTC Health Industries supported over 91 participants in such major international trade shows as Medtrade 2002 (Atlanta) and Medica 2002 (Germany), exposing Canadian suppliers to potential buyers from a dozen countries.</p> <p>TTC Information and Communication Technologies organized and supported over 1,000 Canadian participants in 62 incoming and outgoing missions, visits, trade fairs, journalist missions and seminars. Key international trade events included EXPO COMM (China), CommunicAsia/BroadcastAsia (Singapore), the Asian Industrial Technology Congress (Hong Kong), the SMAU Trade Show (Italy), CDXPO Trade Show and Conference (Las Vegas), ICT Seminar (Brazil), SIMO ICT Trade Show (Spain), EXPOCOMM (Mexico), CeBIT 2003 (Germany) and the ICT World Forum (Germany).</p> <p>Established last year, the new TTC Oil and Gas Equipment and Services participated in such international trade shows as e-Excitep 2003 and Offshore Technology Conference (Houston).</p> <p>TTC Plastics supported 45 companies participating in such international events as Chinaplas 2002 (China), Intrerplas 2002 (U.K.), Plastimagen 2002 (Mexico), and Brasilplast 2003 (Brazil).</p> <p>TTC Service Industries supported 70 Canadian companies participating in such international events as the BETTS Trade Show (U.K.), On-line Learning Trade Show (Los Angeles), World Education Market 2002 (Portugal) and a Coastal Tourism Conference (Vancouver) at which over 150 international delegates discussed best practices in Canadian coastal tourism development. A new International Project Development Roadmap (Infrastructure Project) was introduced for the services sector, as well a strategy for an interactive online financing tool was developed.</p> <p>TTC Wood Products and Other Building Materials supported Canadian participation in such international trade events as BAU 2003 (Germany), Interbuild 2003 (U.K.), International Builders Show (Las Vegas) and Midwest Builders (Chicago). A number of incoming missions of U.S. buyers were also supported.</p> <p>The Canada Mortgage and Housing Corporation (CMHC) actively supports Canadian businesses in their search for new housing export opportunities in selected, high potential markets such as the U.S., the U.K., China, Japan and Chile. Last year, CMHC supported over \$55 million worth of Canadian exports through such activities as promotional support and training, securing approvals from warranty and regulatory agencies and technical assistance.</p>