

International Market Development

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

Strategic Priority	Results in 2001-02
<p>Help Canadian companies identify and pursue foreign market opportunities</p>	<p>Each year, TCI members provide thousands of Canadian exporters with foreign market and export opportunity information, networking opportunities, as well as troubleshooting advice and guidance on innovative approaches to developing international business. Various TCI members also identify sales leads for Canadian companies, many of which translate into export sales, potential deals, new partners, new suppliers and even new products.</p> <p>Canada's 140 posts abroad handled almost 45,000 client transactions, delivering 20,802 market prospect and local company reports, conducting 9,213 key contact searches and handling 8,457 face-to-face briefings and 1,916 troubleshooting cases.</p> <p>Some 105 new market reports and 74 new market briefs were produced for the 15,000 clients registered to receive them from DFAIT's Market Research Centre. An additional 166 country sector profiles were published online.</p> <p>The Trade Team Canada Sectors disseminated sector-specific foreign market information and business opportunities to their private sector participants. For example, over 1,100 plastics producers, 350 electrical power equipment and services providers, 500 environmental industry players and close to 150 health industry companies received hundreds of market updates throughout the year. As well, new reports on cultural goods and services markets in France, the U.K., Germany, Italy and India were developed through the Department of Canadian Heritage's Trade Routes program.</p> <p>TCI members continued to strengthen sector expertise in key markets by placing sector-specific trade officers in key posts abroad. In 2002, for example, EDC opened an office in Poland and expanded its presence in Mexico. As well, a Climate Change Technology Promotion Officer, funded by Natural Resources Canada, was put in place in Mexico City as part of a pilot program, ending March 2006, to help Canadian industry market its climate change technologies and expertise.</p> <p>A new online database of Canadian company capabilities was launched. Called SourceCAN, this automated bid service facilitated more than \$100 million in export sales for Canadian companies in its first 11 months of operation.</p> <p>The International Business Opportunities Centre contacted over 16,000 Canadian companies about 5,300 leads, yielding \$8 million in export sales and another \$5 million in potential sales.</p>

