

Plans for 2003-04 to 2006-07

Facilitating Canadian industry awareness of global market demands and opportunities is also key to building markets. The Canadian agriculture and agri-food sector will benefit from AAFC's enhanced in-market trade and investment support, and an improved technical marketing capacity that responds to identified industry needs. This support will be provided through various services to help realize international opportunities, including export preparedness and counselling initiatives, market information and intelligence, and investment promotion. Integrated marketing strategies aimed at targeted geographic markets will also be implemented in partnership with industry.

Having identified the U.S., Mexico, Japan, China, Germany and Korea as key geographic priorities for the planning period, **TTC Automotive** is planning participation in such events as SAE Congress, the Tokyo Motor Show, International BAIKA, an incoming Original Equipment Mission from France, an Aftermarket mission to Mexico, an Original Equipment mission to Germany, and the Industry Week Aftermarket Trade Show.

TTC Bio-Industries is planning participation in BIO 2003.

TTC Cultural Goods and Services will continue to support and provide information to its members and other arts and cultural entrepreneurs. Both the International Trade Action Plans and the Export Development Action Plans (a summary) for eight sub-sectors within the arts and cultural sector will focus on key geographic market priorities and the priorities for government support to increase the preparedness of business and other organizations to export and to develop markets. TTC CGS is planning to participate in MIDEM 2004 (France).

TTC Electric Power Equipment and Services is planning participation in such upcoming events as Powergen International 2003, as well as an incoming mission from Japan's nuclear industry.

TTC Environmental Industries is planning a series of trade initiatives in Asia, as well as missions and participation in such upcoming trade events as Poleko (Poland), Enviro-Pro (Mexico), CIEPEC Trade Show (China) and GLOBE 2004 (Vancouver).

Environment Canada is planning to support GLOBE 2004, a leading international environmental trade fair and conference drawing decision makers from across the globe. Environment Canada will continue to organize and participate in international workshops and conferences with a view to raising Canada's profile as a source of world-class technologies, products and services for the environment sector.

Canada will expand the **SCI** up to a total of 17 cities worldwide, establishing an SCI footprint in Africa, Asia and Mexico, while expanding the footprint that exists in South America, Central America and the Caribbean, Eastern Europe and China.

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BHP Billiton Diamonds Inc.

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