

University of Waterloo in 1984. Few would have guessed that 26 years later, in 2010, RIM would be the firm with the second largest market capitalization in Canada (\$34.5B – June 15, 2010).

Common Questions

Q. What happened to the "export ready" concept to qualify clients?

Answer: "Export-ready" was a good concept to qualify clients when our focus was mainly on export development. In today's integrative trade reality, Canadian organizations engage in international business in more ways than just export development. Two-way investment and innovation are today's mantra for which the "export ready" concept is less meaningful.

As an example, our clients now include small knowledge-base organizations looking for foreign capital and partnerships to bring their ideas to market and grow into real businesses. They are not "export-ready" but are nevertheless our clients. In this case, it's their capacity for and commitment to internationalization - as opposed to readiness for exports - which should determine if they are our clients or not.

The "capacity for and commitment to internationalization" concept is wider and better adapted to our integrative trade reality as it equally applies to our export, investment, and innovation clients

Q. What happened to the "Canadian content" concept to qualify clients?

Answer: "Canadian content" was a good concept to qualify clients when our focus was on export development. In today's integrative trade reality, Canadian companies and organizations engage in international business in more ways than just export development. Two-way investment and innovation are today's mantra for which the "Canadian content" concept is less meaningful.

The concepts of "meaningful economic ties to Canada" and "potential to contribute significantly to Canada's economic growth" are wider and better adapted to our integrative trade reality as they can be applied to our trade, investment, and innovation clients.

Q. What happened to the "investor-client" concept?

Answer: Foreign-owned businesses in Canada which qualify as clients of the TCS are entitled to the same services as Canadian-owned businesses. Foreign firms which have not yet decided to invest in Canada are potential foreign investors. They are very important to us and there are many things we do to promote and facilitate investment in Canada but we do not call them clients.

Q. What happened to the "partner-client" concept to define other federal government departments, provincial and municipal governments, and associations?

Answer: When consulted, these stakeholders told us that our client base and theirs overlap. Their motivation in working with us is to ensure our common clients have access to a range of services. When they ask for service from the TCS, it is rarely for themselves and mostly on behalf of a client. As such, they want us to consider them strictly as partners and not as clients.

Key Contacts

If you've been through all of the resources above and still have not found what you are looking for, contact the team at the [Post Support Unit](#) and we will help you.

Content Owner: [PSU \(BTR\)](#)