

**Plans for 2002-03 to 2004-05**

TTC Aerospace and Defence has identified the U.S., France, U.K., Germany and Italy as geographic priorities for the planning period.

TTC Automotive has identified the U.S., Mexico, Japan and Europe (especially Germany) as key geographic priorities for the planning period.

TTC Bio-Technology has identified the U.S., U.K. and Australia as key geographic priorities for the planning period. Canada plans to take advantage of the Toronto location of BIO 2002, the world's biggest biotech convention, to brand Canadian trade, investment and innovation.

The highly successful CTAB will be formalized as a Trade Team Canada Sector and will redesign the CTAB website. An annual review of CTAB/TTC Cultural Goods and Services will be undertaken to ensure that all sub-sectors have a voice. Marketing strategies will be developed to ensure smaller arts and culture entrepreneurs are able to fully tap international opportunities in the tourism, education and investment arenas.

Current plans call for the development of a Virtual Trade Show to showcase the diversity of Canada's arts and cultural sector at international venues.