



International Market Development (continued)

OUTCOME (What we want to achieve): <i>Increased exports of Canadian goods and services</i>			
Initiatives: Expected Results (The results we want)	Performance Indicators (What reflects progress on key expected results?)	Performance Measures (How do we assess progress?)	Performance Targets (Lowest Commitment)
<p>Increasing market share in key priority and emerging markets</p> <ul style="list-style-type: none"> • strategic approach to planning and follow-up for Team Canada missions adopted • GO Team for short-term opportunities in key priority and emerging markets • 10 trade positions transferred from HQ to field annually to target historical 70:30 ratio by 2006 • identify priority markets and "emerging" markets and allocate programme and personnel resources accordingly • implement the three year action plans for agri-food exports in priority and emerging markets <p>Broadening the export product range</p> <ul style="list-style-type: none"> • knowledge-based growth sectors targeted: educational services (new Canadian Educational Centres abroad); cultural products; services • Canadian public service expertise marketed aggressively • Canada as a tourist destination marketed • increased share of higher value products in Canada's export mix 			<ul style="list-style-type: none"> • 70:30 HQ: field ratio for Trade Commissioner deployment by 2006