



International Market Development (cont'd)

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

Goals	Achievements
<p><i>(continued)</i></p> <p>Support Canadian participation in missions, fairs and trade-related events</p> 	<p>Plastics: TCI members supported more than 90 Canadian plastics producers at such international trade shows and fairs as Argenplus (Argentina), Les journées européennes de composites 2000 and 2001 (France), National Plastics Exhibition (U.S.), Plast Imagen (Mexico), Composites (U.S.), Brasilplast (Brazil) and Catalogue Show (Peru).</p> <p>Services: TCI members supported Canadian education and training companies and institutions at the World Education Market (WEM) in Vancouver. WEM attracted some 1,084 companies from 64 countries, providing Canada's 400 exhibitors with a key opportunity to showcase their expertise. At the Shopping for Solutions trade fair associated with the 14th Conference of Commonwealth Education Ministers, a Knowledge Canadian booth featured the Virtual Trade Show (VTS), providing dozens of Canadian companies with a cost-effective platform for their services offerings. There were also over 50 Canadian booths on-site.</p> <p>Wood and Building Products: Canadian representation was strong at such international trade fairs as Interbuild (U.K.), Carrefour du bois (France), BAU 2001 (Germany) and a Canadian Building Products Showroom (China) with over 350 Canadian companies participating in the various exhibitions. As well, more than 500 Canadian building products companies benefited from the 35 seminars, 22 trade shows, 5 missions abroad and other events designed to market Canadian products and services to Japan.</p>
<p>Provide market development funding</p> 	<p>Program for Export Market Development (PEMD) assistance facilitated about \$137 million in export sales in 2000-01. Some 518 Canadian company applications were approved for assistance worth about \$12.01 million. Another 23 applications totaling \$2.12 million in assistance were approved under the trade association component of PEMD. Of those companies approved for PEMD assistance, 368 were small entities with less than \$2 million in annual sales, 89 had sales from \$2-5 million and 44 had sales above \$5 million.</p> <p>TCI members delivered some \$40 million in funding to help 110 agricultural products and agri-food companies achieve their international marketing objectives.</p>