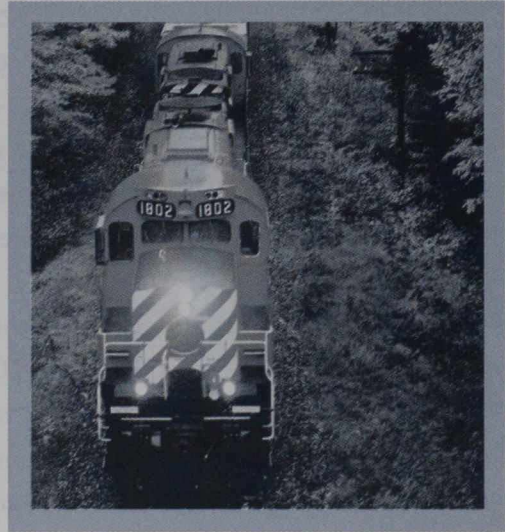


*With the right trade tools, our cultural entrepreneurs will succeed internationally and help 'brand' Canada as a diverse and very innovative country.*

Minister of Canadian Heritage

In the years ahead, TCI will continue to support these priorities by working even more closely with such partners as Investment Partnerships Canada to better integrate trade, investment and innovation policy actions. In particular, TCI will actively support such initiatives as:

- ▶ **The Canada-U.S. Smart Border Initiative.** Key actions regarding market access, trade development and investment promotion will be coordinated to further Canada's position.
- ▶ **The Brand Canada Program.** International events such as major trade shows are recognized as excellent opportunities for showcasing Canada as a competitive source of supply and as a preferred location for international investment.
- ▶ **Trade Routes.** This program is facilitating the promotion of Canadian cultural goods and services exports worldwide. Cultural goods and services will be formally established and actively promoted as the newest Trade Team Canada Sector.
- ▶ **The new Agricultural Policy Framework.** This initiative will support the industry in becoming the world leader in food safety and quality and environmentally-responsible production, leading to diversification, value-added growth, new investments and employment.
- ▶ **Canada Wood Export Program.** This five-year \$35 million program seeks to strengthen Canada's international market presence in wood products.



2 0 0 2 E X P O R T A W A R D W I N N E R

**Lotek Wireless Inc**

*St. John's, Newfoundland and Labrador*

Lotek Wireless is a leading innovator in the design and manufacture of fish and wildlife monitoring systems. Whether it's tracking elephants in Africa or penguins in Antarctica, this pioneering technology company has made its mark exporting monitoring systems that use state-of-the-art electronics designed to operate under challenging conditions. A combination of technical competency and R&D spending have resulted in strong sales in 38 countries worldwide. [www.lotek.com](http://www.lotek.com)