

*We can be a world leader  
in innovation and learning,  
a magnet for talent and  
investment.*

Speech from the Throne 2002

In terms of positioning Canada as a supplier of world-class goods and services, Canada's **Innovation Strategy** will have far reaching impacts on TCI's work. As it increases R&D support, builds a more competitive skilled workforce and fosters the right business and regulatory environment, TCI members will have an even more compelling case for positioning Canada as a competitive source of supply and a preferred location for investment.

In line with broader Government of Canada efforts to improve service to Canadians through **Government Online**, TCI will continue to improve trade-related services to Canadian businesses by identifying and adopting appropriate e-business service solutions. For example, a new automated bid matching service called **SourceCAN** was launched in June 2001. With the November 2002 launch of a new **Virtual Trade Commissioner**, Trade Commissioner clients have access to a free Internet-based portal to information and services tailored to their individual needs. Plans are also well underway to establish an integrated **electronic Client Relationship Management** (eCRM) system that will facilitate better client service delivery and improved tracking of client service history and results.

As TCI members individually and collectively contribute to these priorities, the entire network will continue to focus on forwarding TCI's strategic direction: by identifying and filling remaining gaps in trade services; by strengthening the TCI network's ability to function efficiently; and by effectively promoting an integrated trade agenda across the Government of Canada. TCI will also be focussing on extending its reach through new partners. In this regard, TCI is launching a new partnership initiative to forge stronger connections with community-based business service centres, economic development offices, Community Futures offices and Aboriginal business service centres across Canada. Other work will concentrate on strengthening TCI's collaboration with the RTNs and on working with FedNor to reach out to businesses in Northern Ontario.

In a world where prosperity, social program sustainability, and our very way of life depend greatly on how well Canadian businesses perform in international markets, TCI's continuing work is more important than ever.



**Marie-Lucie Morin, Chair**  
**TCI Management Board**