

PLANS AND PRIORITIES FOR 2002-03 AND BEYOND

TCI will continue to build partnerships, and identify and close remaining gaps in the already extensive TCI services offering.

Intensify TCI's efforts

Over the next three years, TCI will intensify its efforts to reach and support Canada's existing and emerging exporters in sectors that offer the most for Canada's continuing prosperity. TCI will:

- ▶ Focus on Canada's knowledge-based, value-added, job-rich sectors, including those businesses that have grown in the service of our natural resources sectors.
- ▶ Take full advantage of advanced information and communication technologies to enhance access to our services in all parts of the country and to all groups of exporters.
- ▶ Help Canadian companies consolidate existing export successes and pursue high growth markets beyond the U.S.
- ▶ Assist Canadian entrepreneurs as they further strengthen the preferred trade position Canada enjoys with the world's largest economy, the U.S.

Expand TCI's reach

Over the next three years, TCI will continue to build partnerships, and identify and close remaining gaps in the already extensive TCI services offering. TCI will:

- ▶ Make even more Canadian businesses, particularly SMEs, aware of the benefits of going global and of the TCI services available to guide and support them.

- ▶ Find creative new ways to help Canada's youth, women and Aboriginal entrepreneurs access the information, guidance and support they need to export.
- ▶ Strengthen existing partnerships with the Regional Trade Networks and other levels of government to ensure that businesses across all regions have what they need to take their businesses global.
- ▶ Expand TCI's network of service delivery partners to ensure that businesses in communities large and small have easy access to TCI services.

Build on TCI's products and services offerings

Over the next three years, TCI will continue to identify new products and services that help Canadian businesses export. TCI will:

- ▶ Continue to encourage single-window service and client relationship management by all members and partners.
- ▶ Establish agreed service standards and clear referral processes for all members and partners.
- ▶ Promote the sharing of best practices among service delivery partners.
- ▶ Make "best in class" products and services available at more service points.