


## International Market Development (continued)

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

Strategic Priority	Results in 2002-03
<p>(continued)            Help Canadian exporters in key priority sectors by supporting their participation in trade fairs and trade-related events around the world</p>	<p><b>TTC Agriculture, Food and Beverages</b> began implementing the new Agricultural Policy Framework, launched last year, aimed at promoting Canada as a global leader in agriculture and agri-food safety, innovation and environmental practices. Throughout the year, over 1,000 Canadian firms participated in trade shows and incoming and outgoing trade missions. Nearly 8,000 leads were reported by Canadian companies participating in agri-food trade shows.</p> <p><b>TTC Automotive</b> supported 90 Canadian companies as they participated in such international trade fairs as the SAE Congress (Detroit), Industry Week 2002 (Las Vegas) and the Canadian International Automotive Show (Toronto).</p> <p><b>TTC Bio-Industries</b> supported the participation of 150 Canadian bio-tech companies and individuals in BIO 2002, the world's largest biotechnology conference in the world. At a biotech leaders' conference called Bio Partnering North America (Vancouver), Canadian companies were also offered an excellent opportunity to achieve international recognition with over 550 delegates and speakers representing over 300 companies from 20 countries around the world.</p> <p>Following a successful performance review initiated by the new Trade Routes program, the former Cultural Trade Advisory Board has now reached the status of a Trade Team Canada Sector (<b>TTC Cultural Goods and Services</b>). The TTC CGS has started to develop comprehensive action plans to ensure smaller arts and culture entrepreneurs are able to fully tap international opportunities. During the year, more than 2,500 Canadian companies participated in a wide range of domestic and international trade events, including the Hot Docs Festival in Toronto and the East Coast Music Association (ECMA) Annual Awards in Halifax.</p>
	<p><b>TTC Electric Power Equipment and Services</b> supported 16 Canadian companies' participation in such international trade events as PowerGen International 2002 (Orlando), the Russia Power 2003 Exhibition and Conference 2003 (Russia), IPPSO Conference/Exhibition (Ontario) and the Canadian Renewal Energy Show and Conference (Toronto).</p> <p><b>TTC Environmental Industries</b> supported dozens of Canadian participants in international trade shows and fairs, including Americana 2003 (Montreal) which boasted over 400 exhibitors and 10,000 participants from 90 countries. Canadian participation in Pollutec 2002 (France), Poleko 2002 (Poland), and Enviro-Pro (Mexico) were also supported. Missions to Brazil, Chile, China and Uruguay were supported, as was one incoming mission from the Dominican Republic.</p> <p>Environment Canada organized and participated in such international workshops and conferences as Biotechnology for Environmental Protection and Sustainable Development (India), and Air Quality Monitoring workshops (India and Taiwan).</p> <p>Announced by the Prime Minister during the World Summit on Sustainable Development (WSSD) in South Africa (September 1, 2002), the <b>Sustainable Cities Initiative</b> is now an established initiative. Designed to develop integrated solutions to complex problems caused by rapid urbanization in emerging and developing economies, the SCI was launched as a pilot project in 1999. In the past three years, the SCI has expanded to seven cities and has identified \$3 billion worth of partnerships that will contribute awareness of Canadian technological capabilities in sustainable development and increase Canadian exports of products and services.</p>