

Plans for 2003-04 to 2006-07

In December 2003, the Government of Canada announced the creation of a new Department for International Trade, a new Minister of State (New and Emerging Markets) and its intention to place greater emphasis on support for small business access to markets. It also announced the creation of new Cabinet Committees on global affairs and on Canada-U.S. relations, as well as plans to undertake the development of an integrated international policy framework for diplomacy, defence, development and trade. Clearly, the effectiveness of these changes will hinge on coordinated efforts by ALL Canadian trade stakeholders. As it has for the past six years, TCI will continue to make important contributions in this regard.

Through active marketing and continued expansion of online products and services, TCI seeks to increase the number of visits to **ExportSource.ca** by 25-30 percent for each of the next three years. Given the trend towards greater use of web-based services, more modest increases are envisaged for the **Export Information Service**.

TCI will continue to pursue new partnerships to extend its reach to those "harder-to-reach" smaller businesses lead by youth, Aboriginal and women entrepreneurs, those based in rural communities across Canada and those found in official language minority communities.

TCI will continue to monitor the various tools and requests for information for purposes of identifying new products and titles that can be added to the current selection. Through active marketing, TCI seeks to increase usage of its products by at least 10 percent in each of the next three years. Specifically, the *Roadmap to Exporting* and the *Step-by-Step Guide to Exporting* will be updated and improved as online, interactive tools in 2003-04. A new online *Export Finance Guide* and an updated exporter diagnostic are also planned for release in Fall 2003. Other products slated for the planning period include: a transportation guide for exporters, an exporting to the U.S. guide and updated *Going Global* workshops.

The exporter community continues to express satisfaction with the **Exporter Registry** report. Statistics Canada plans to keep improving the database by adding additional variables in coming years.

Client Service Delivery will be enhanced through professional development efforts for ITC officers across Canada focused on service to new exporters and by strengthening partnerships, especially with and through the Regional Trade Networks.

There are plans to launch online versions of the *Going Global* workshops early in 2003-04, to offer export preparedness training to even more Canadian businesses across the country. Through active marketing and monitoring of client feedback for new topics of interest, TCI seeks to increase demand for workshops by up to 40 percent over the next four years.

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