

International Market Development (continued)

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

| Strategic Priority | Results in 2001-02 |
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| <p>Help Canadian exporters in key priority sectors by supporting their participation in trade fairs and trade-related events around the world</p> | <p>In 2001-02, a significant accomplishment for TCI was the creation of the Branding Canada through Global Trade Shows program. With additional funds directed to priority global trade shows, TCI members are partnering with their private sector clients to deliver a high-quality image of Canada, giving Canada the competitive edge with buyers. In 2001-02, trade shows such as Anuga (Germany), Foodex (Japan), Globe (Vancouver), and SAE (Detroit) featured upgraded and expanded Canadian pavilions that gained substantial exposure on television, radio and in print media. Exhibitors and visitors at all events were impressed by the changes made to showcase Canada as an advanced high-tech, sophisticated business partner.</p> <p>Through Trade Team Canada Sector teams, TCI supported Canadian business participation in missions and trade fairs abroad and hosted foreign buyer missions to Canada. Specific accomplishments of these teams include:</p> <ul style="list-style-type: none"> • TTC Aerospace and Defence supported 77 Canadian firms attending key international air and defence shows, including the 2002 Farnborough Air Show in the U.K., the Paris Air Show (France), Heli Expo (Anaheim) and MRO (Dallas). • TTC Automotive supported 70 Canadian companies as they participated in such international trade fairs as the Tokyo Motor Show (Japan), RUJAC (Mexico), SAE Congress (Detroit), and Industry Week 2001 (Las Vegas). There were also automotive trade missions to the Honda and Toyota headquarters in the U.S., as well as exploratory missions to Mexico and France. • TTC Bio-Technology supported the participation of 85 Canadian bio-tech companies and more than 500 Canadian individuals in BIO 2001, putting on an impressive show of Canadian bio-technology expertise for world buyers. • The Cultural Trade Advisory Board (CTAB) has actively promoted TCI products and services through its 46 private sector members representing broadcasting, music and sound recording, film and video, publishing, innovation and new media, visual arts, high-end crafts, design, performing arts, museums and Aboriginal businesses. Export development action plans and international marketing strategies were also developed for crafts, design, film/television, music and sound recording, new media, performing arts, publishing and visual arts. |

