

International Business Development Strategy: 1998-2001

International Market Development

OUTCOME (What we want to achieve): <i>Increased exports of Canadian goods and services</i>			
Initiatives: Expected Results (The results we want)	Performance Indicators (What reflects progress on the expected results?)	Performance Measures (How do we measure progress?)	Performance Targets (How much) (When?)
<p>Expanding the Team Canada network</p> <ul style="list-style-type: none"> • partnerships promoted with the provinces, business associations and other private sector constituencies through Team Canada Inc to secure more international business for Canada <p>Improving accessibility of programmes and services for exporters</p> <ul style="list-style-type: none"> • Internet access: 24-hour access service on a single website (ExportSource) to be expanded to include other service providers • national call number: toll-free 1-888 # to expand access to more Team Canada service providers • International Business Opportunities Centre (IBOC): distribute export leads from posts abroad to 10,000 WINExport suppliers across Canada • TCS Outreach Programme: "exporter awareness" initiative to send 150 officers to meet 600 firms in 45 cities across Canada • Market studies: produce 250 studies to identify product and service opportunities in key overseas markets • improved access to the Agri-Food Trade Service (ATS) and new services developed <p>Increasing the number of first-ever and new-to-market exporters</p> <ul style="list-style-type: none"> • SME's, youth, women and aboriginal entrepreneurs encouraged to use IBD programmes • PEMD to target SME's, new exporter constituencies and novice exporters • Canada's International Business Strategy (CIBS), as the key federal-provincial planning document, will be used to develop priority sector objectives by priority market 	<ul style="list-style-type: none"> • Level of use of TCI services • Export business generated • Support to the export community 	<ul style="list-style-type: none"> • Number of hits on ExportSource • Number of calls to 1-888 • Business generated by IBOC • Business resulting from Team Canada Missions • Client Survey TCS satisfaction 	<ul style="list-style-type: none"> • 2 macro targets: <ol style="list-style-type: none"> a) doubling the # of active exporters to 10,000 by 2000 and b) recapturing 4% of the value of the world agri-food export market by 2005 while reversing the current 60:40 ratio of primary/processed agri-food exports • Programme targets: (a) baseline for hits on ExportSource and the 1-888 #; (b) leads distributed by IBOC (10,000) and business generated therefrom; (c) establish baseline for TC Mission business and TCS client satisfaction