

## MESSAGE FROM THE TCI MANAGEMENT BOARD

The Management Board is pleased to present the Annual Report for Team Canada Inc for 2002-03.

In its sixth year of operation, TCI continued to play a key role in helping Canadian businesses succeed in global markets by delivering trade services to tens of thousands of companies across all sectors of the Canadian economy. The range of services was broad, ranging from helping smaller companies recognize the benefits of going global and equipping them with needed skills and tools, to providing export-ready companies with valuable market research and information about international business opportunities.

During 2002-03, TCI supported the Government of Canada's integrated trade, investment, science and technology and innovation agenda. With 87 percent of Canadian exports destined for the U.S., supporting the Government's ongoing efforts to increase efficiency and security at the Canada-U.S. border was assigned high priority.

Throughout the year, TCI continued to broaden its network of stakeholders



committed to helping Canadian businesses succeed globally. Through a new partnership initiative, for example, TCI successfully forged stronger connections with community-based business service centres, economic development offices, Community Futures offices and Aboriginal business service centres across Canada.

Responding to Canadians' demand for greater accountability from all government organizations, TCI continued to strengthen its mechanisms for managing and monitoring client services and measuring the impact of TCI initiatives. Improving these performance management mechanisms for tracking and reporting TCI's performance will be a priority in the year ahead.

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### Canada Export Awards

*Each fall, Canadian companies that successfully export their products and services to markets around the world are recognized and celebrated through the Canada Export Awards. Export Award finalists and winners are justifiably acclaimed for increasing their export sales, for introducing new products and/or services abroad or for penetrating new markets. In doing so, they contribute significantly to Canada's economic growth. A panel of prominent business people from across Canada selects the winners from among the hundreds of nominations received each year. Throughout the pages of this Annual Report, 2003 Export Award winners are presented in success stories. TCI congratulates their efforts and success.*