

*Export Capability & Preparedness (continued)*

Strategic Goal: Increase the number of active exporters in Canada

Strategic Priority	Results in 2001-02
<p>Produce relevant, useful information about exporting for Canadian businesses</p>	<p>All TCI information products and tools are available online at <b>ExportSource.ca</b>. The most frequently viewed publications include the <i>Step-by-Step Guide to Exporting</i> (24,000 visits), <i>Roadmap to Exporting</i> (13,000 visits) and the many available country reports.</p> <p>TCI also distributes hard copies of export information products to Canadian businesses through its members and partners, and via an online order form. Since 1998, some 92,315 <i>Step-by-Step Guides to Exporting</i> have been distributed. Since 2000, Canadians have ordered 28,633 <i>Roadmaps to Exporting</i>, while another 19,200 have been distributed in electronic CD-ROM format.</p> <p>The export-readiness tool <i>Take a World View</i> was expanded and updated to include even more information about world markets, exporting tips, available assistance and useful contacts.</p> <p>A new online guide called <i>Successful International Trade Show Marketing</i> was introduced to help smaller exporters identify the right trade shows, then take the steps needed to maximize the benefits of their trade show participation.</p> <p>A new <i>Guide to Federal Programs and Services for Arts and Cultural Entrepreneurs</i> was launched, offering the first-ever comprehensive resource for cultural industries. The Guide will be updated regularly and distributed at all relevant events and conferences.</p> <p>A <i>Profile of Canadian Exporters, 1993-1999</i> was released in July 2001. A product of Statistics Canada's expanded Exporter Registry, the publication offers valuable insight into the exporter community.</p> <p>A new CD-ROM toolkit on letters of credit was also introduced and received a Public Service Quality Fair Award for the way in which client feedback was incorporated in the development process.</p>



DETAILED ACHIEVEMENTS AND PLANS FOR THE FUTURE