

INTERNATIONAL MARKET DEVELOPMENT

OUTCOME (What we want to achieve): Increased exports of Canadian value-added goods and services

INITIATIVES: EXPECTED RESULTS (The results we want)	PERFORMANCE INDICATORS (What reflects progress on key expected results?)	PERFORMANCE MEASURES (How do we measure progress?)	PERFORMANCE OBJECTIVES (How much do we try for?)
<p>Improving service to Canadian business:</p> <ul style="list-style-type: none"> • Distribution by the International Business Opportunities Centre (IBOC) of export leads from posts abroad to WIN Exports suppliers across Canada; • Production of 250 market studies to identify product and service opportunities in key overseas markets; • Expansion of exporter registration in WIN Exports sourcing system; • WIN Exports linked to the provinces, and on-line to overseas posts; • Increase in synergy on federal-provincial high-level trade missions; • Improvement in access to exporter development services in rural areas; • Establishment of Regional Housing Export Centres. <p>Renewing the Trade Commissioner Service:</p> <ul style="list-style-type: none"> • Restoration of pride in the Trade Commissioner Service (TCS) through the Expand Your Horizons program; • Provision of standardized core TCS services at Posts abroad; <p>Broadening the exporter community:</p> <ul style="list-style-type: none"> • Increase the number of SMEs, youth, women and Aboriginal entrepreneurs using IBD programs; • Use of PEMD to target SMEs, new exporter constituencies and novice exporters. <p>Broadening the export product range:</p> <ul style="list-style-type: none"> • Targeting of knowledge-based growth sectors such as educational services and cultural products; • Aggressive marketing of Canadian public service expertise; • Marketing Canada as a tourist destination; • Increasing the share of value-added products in Canada's export mix; • Developing a cultural trade action plan. <p>Increasing market share in key priority and emerging markets:</p> <ul style="list-style-type: none"> • Adoption of strategic approach to planning and follow-up for Team Canada missions; • Establishment of a GO Team for short-term opportunities in key priority and emerging markets; • Transfer of 10 trade positions from HQ to field annually, to achieve an historical ratio of 70:30 by 2006; • Designation of markets as "priority" or "emerging" to allocate program and personnel resources; • Implementation of action plans for key export sectors such as housing and agri-food. <p>Expanding export awareness:</p> <ul style="list-style-type: none"> • TCS Outreach Program: 130 officers meeting 950 firms in 110 cities across Canada; • Launch of Canada Export Week as a TCI/business association partnership initiative; <p>Celebrating excellence: Canada Export Awards:</p> <ul style="list-style-type: none"> • Recognition of the Canada Export Awards as achievements in succeeding in the global trade arena. 	<ul style="list-style-type: none"> • Level of use of TCS services • Export business generated • Support to the export community • Composition of export community • SME use of PEMD • Growth of foreign student community • Market segment for Canadian travel • Growth of services exports • Export business generated • Applications received • Media coverage 	<ul style="list-style-type: none"> • TCS Client Survey: client satisfaction rating • Business generated by IBOC • Growth of new constituencies in export community • PEMD funding to SMEs and the associated business generated • Foreign students in Canada • Tourism receipts from targeted export markets • Percentage of services in export mix • Dollar value of contracts awarded • Business resulting from Team Canada Missions • Media impact analysis 	<ul style="list-style-type: none"> • A ratio of 70:30 for field/HQ deployment of Trade Commissioners by 2006 • Two program objectives: 15 000 leads distributed by IBOC, plus the business they generate; and baselines established for TCS client satisfaction • Two objectives: doubling the number of active exporters to 10 000 by the year 2000; and recapturing 4 percent 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 • An 18.9 percent increase in international tourism receipts in 2000, to \$15.1 billion • Increase of \$30 million • Establish baseline for Team Canada Mission business • Exceed 300 applications for the first time