

International Market Development (continued)

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

Strategic Priority	Results in 2001-02
<p><i>(continued)</i></p> <p>Help Canadian exporters in key priority sectors by supporting their participation in trade fairs and trade-related events around the world</p>	<ul style="list-style-type: none"> • With the support of the new Trade Routes program, Canadian companies also participated in such international trade events as Conference of Canadian Arts Presenters (Ottawa), Banff Television Film Festival (Banff), Hot Docs (Toronto); Canadian International Documentary Festival (Toronto), the 13th Asian International Communications and Information Technology Exhibition and Conference (Singapore), Association of Performing Arts Presenters Annual Conference 2002 (New York), Performing Arts Trade Show (Japan), MILIA 2002 (France) and MIDEM 2002 (France). • TTC Wood Products and Other Building Materials supported Canadian participation in such international trade events as the 2001 Interzum (Germany), the Miacon Trade Show (Miami), Construct Canada (Toronto), and On Board (floating trade show). • TTC Electric Power Equipment and Services supported Canadian participation in such international trade events as T&D World Expo 2001 (Mexico), Elecrama 2001 (India), and PowerGen International (Florida). • TTC Environmental Industries supported dozens of Canadian participants in international trade shows and fairs, including Envex 2001 (Korea), Environment 2001 (Japan) and Pollutec 2001 (France). The team also supported Globe 2002 missions to Europe, Egypt, the U.S., Japan and Korea, Mexico and Costa Rica. Other outgoing missions included a mining sector environmental mission to Peru and Chile, climate change missions to Brazil and Mexico City, and a suppliers' mission related to the Rio Almendares Rehab Project (Brazil). • TTC Health Industries supported over 850 participants in such major international trade shows as BIO 2001, Medtrade 2001 and Medica 2001, exposing Canadian suppliers to potential buyers from a dozen countries. • TTC Information and Communications Technologies supported over 65 incoming and outgoing missions, visits and trade fairs, as well as some 1,400 company events. • A TTC for Oil and Gas Equipment and Services was set up in April 2002. • TTC Plastics supported 45 companies participating in an outgoing mission to Mexico and such international events as the K Show (Germany), Plast-Ex 2001 (Toronto) and Chinaplas 2001 (China). After the K Show, Canadian companies reported on-site sales of \$650,000, projected one-year sales of \$2.6 million, receiving 845 other serious enquiries, and appointing almost a dozen distributors and agents.

