


International Market Development (cont'd)

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

Goals	Achievements
<p>(continued)</p> <p>Support Canadian participation in missions, fairs and trade-related events</p> 	<p>Cultural Products and Services: Trade Routes, a new \$23-million initiative to support cultural trade development, was launched. The objective is to facilitate access to international business opportunities for Canada's arts and cultural sector. Also, more than 40 new media companies participated in a Virtual Trade Show (VTS) established by TCI members. VTS is a cost-effective and innovative vehicle through which Canadian companies promote their products and services to buyers and potential partners in Canada and around the world.</p> <p>Environmental Industries: TCI members supported dozens of Canadian participants on outgoing trade missions and several major international trade shows and fairs worldwide, including Pollutec 2000 and Americana 2000. A number of buyer missions from Mexico and Chile brought 120 potential buyers together with dozens of potential Canadian suppliers.</p> <p>Health Industries: Some 55 Canadian companies exhibited in Medtrade 2000 and Medica 2000, two major international trade shows that exposed Canadian suppliers to hundreds of potential buyers from dozens of countries. As well, a Canada-Brazil video conference on telehealth allowed seven Canadian companies and a half dozen telehealth academics to connect with potential Brazilian health industry buyers.</p> <p>Information and Communications Technologies: TCI members organized 10 visits by high profile officials from key ICT markets, including China's Vice Minister of Information Industry, Jordan's King Abdullah, El Salvador's Minister of Economics, Poland's Minister of Post and Telecom, Hong Kong's Secretary of the Information Technology and Broadcasting Bureau, Morocco's Secretary of State, Post and IT, as well as Morocco's Minister of Industry. Such visits provide key opportunities to further Canada's profile as a leading supplier of ICT products and services. Over two dozen trade missions to Canada from countries such as Japan, China and Hong Kong, Thailand, Singapore, Malaysia, Mexico, Venezuela, Brazil, Colombia, El Salvador, France, Italy, Poland, Greece, Jordan, India and Pakistan were also supported. In all, hundreds of international visitors met with potential Canadian partners and suppliers.</p> <p>Natural Resources Technologies and Services: TCI members supported Canadian participation at such oil and gas industry events as Offshore Technology Conference (U.S.), the Rio Oil & Gas Show (Brazil) and the World Petroleum Congress (Canada). As well, 15 trade missions abroad helped showcase Canadian capabilities in earth sciences. With TCI member support, 20 Canadian geomatics and geosciences companies won international contracts worth over \$40 million.</p>