

Federal Government Members of Team Canada Inc

Agriculture and Agri-Food Canada
 Atlantic Canada Opportunities Agency
 Business Development Bank of Canada
 Canadian Commercial Corporation
 Canadian International Development Agency
 Canada Mortgage and Housing Corporation
 Canada Economic Development
 Environment Canada
 Export Development Corporation
 Foreign Affairs and International Trade
 Heritage Canada
 Human Resources Development Canada
 Indian Affairs and Northern Development
 Industry Canada
 National Farm Products Council
 National Research Council
 Natural Resources Canada
 Public Works and Government Services Canada
 Revenue Canada
 Statistics Canada
 Transport Canada
 Western Economic Diversification

The Government's concerted efforts to enhance access to foreign markets go hand-in-hand with the export and investment marketing activities presented in Team Canada Inc's three-year Business Plan. For instance, The Department of Foreign Affairs and International Trade (DFAIT) has established new Global Opportunities (GO) teams of trade commissioners, who have been dispatched to 13 markets. These teams are to identify rapidly and pursue new business as a result of liberalization (e.g. Mexico and Chile); to exploit opportunities that flow from Team Canada and other trade missions (e.g. South Korea and Brazil); and, to assess sectoral possibilities (e.g. oil/gas and mining in Russia). In addition, the positioning of additional trade commissioners in priority emerging markets helps Canadian suppliers and investors get the most out

of market access openings. In 1999, four new investment counsellor positions were announced (in Berlin, Los Angeles, Dallas and Chicago) to enhance our ability to attract new foreign direct investment.

Go-Team Assignments

Bangkok	Palestine Territories
Beijing	Sao Paulo
Buenos Aires	Santiago (2)
Manila	Seoul
Mexico	Tel Aviv
Moscow/Almaty	

The Government has a number of trade- and investment-promotion programs in place, notable among which are the Team Canada trade missions. In 1999, over 260 businesses, eight provincial premiers, all three territorial leaders, as well as academic and other institutions participated in the Team Canada mission to Osaka and Tokyo.

Team Canada Trade Missions

1994 — China
 1996 — India, Pakistan, Indonesia and Malaysia
 1997 — South Korea, the Philippines and Thailand
 1998 — Mexico, Brazil, Argentina and Chile
 1999 — Japan

In 1997, the Trade Commissioner Service (TCS) embarked on a renewal project called the Performance Measurement Initiative, which centres on creating a more results-driven, client-focussed organization. A key component of this project was to consult with a large cross-section of business and institutional clients and conduct a survey of those who use the TCS in export markets. We wanted to examine the overall performance of the TCS from the perspective of clients, quantify results achieved by clients with TCS support and find out what improvements are required to respond better to client needs. Among the findings,