

In order to tap this growing potential, the Government of Canada plans to:

- establish additional Canadian Education Centres (similar to the network in Asia and Latin America) in francophone and European countries (such as Germany);
- continue to explore opportunities in the Caribbean region to recruit more foreign students and to market Canadian education services;
- market abroad (in partnership with the private sector) its public sector expertise in areas such as elections management and auditing practices;
- reinforce the ability of Canada's cultural sector to market its products internationally;
- capture more statistical data on service industries;
- improve training of trade staff (under the Expand your Horizons program) to encompass services to new economy goods and services sectors;
- target expansion of PEMD Trade Association agreements to the New Economy sectors;
- promote Canada as a top choice tourist destination, to capitalize on the fact that world tourism is projected to grow 7 percent annually until 2005.

These initiatives require funding from one of two primary sources: incremental resources for IBD program spending or re-allocation of existing resources within the envelope. In the current climate of fiscal restraint, it is extremely difficult to formulate and implement new trade development strategies. Without new resources, we are faced with relying on better management and more effective implementation, focussed on sectoral and market priorities and improved delivery.

□ Expanding Export Awareness

Now that Team Canada Inc is established, the brand name needs to be marketed to clients, stakeholders and the general public across the country. A multi-year domestic strategy to develop TCI's profile is designed to increase client numbers, build export awareness and help meet exporter development objectives. Apart from letting potential and existing clients know about the easier access to services, the marketing campaign will focus on the importance of IBD and the complementary role played by market-access initiatives such as NAFTA and the new WTO negotiations. This wider communications campaign will reinforce the existing Trade Commissioner contacts through Outreach and Expand your Horizons. It will take the form of direct mailings, print and electronic media, Internet upgrades, public consultations and other marketing targeted to business

travelers through Canadian airports airline advertising campaigns, and passport application flyer inserts.

□ Celebrating Excellence: Canada Export Awards

Each year, the Minister for International Trade presents Canada Export Awards to a select number of firms, chosen by a panel of their peers from across Canada. The panel looks for:

- an ability to compete globally
- a spirit of innovation
- a dedicated workforce
- an appetite for risk
- a commitment to excellence

Winners use the Canada Export Award logo in their advertising and promotional materials for three years following receipt of the award, and are recognized by the media for their outstanding achievements as Canadian export champions. In addition, special recognition is given to three award winners by program sponsors:



CIBC Job Creation Achievement



EDC Smaller Exporter Achievement

TELEGLOBE

Teleglobes Innovation and Technology Achievement

Over 3 000 entrants have competed for the Canada Export Awards in the program's 16-year history, with the 200 winning companies ranging in size from small business to large multi-nationals. The winners represent a broad spectrum of Canadian business, from food processing to transportation equipment, electronics, consulting engineers, consumer products and telecommunications. The 1999 winners will be honoured at a gala presentation ceremony in Toronto in October, at which an "Exporter of the Year" will be selected.

The focus in 1999 will be on raising the profile of the awards ceremony. During the week of the gala, EDC will sponsor and organize a number of regional export seminars and workshops across Canada. It will also organize a small Executive Trade Symposium to address inward and outward FDI flows.