


*Export Capability & Preparedness (continued)*

Strategic Goal: Increase the number of active exporters in Canada

Strategic Priority	Results in 2001-02
<p>Help prepare smaller Canadian businesses for the challenges of exporting</p>	<p>Each year, TCI members individually and collectively offer hundreds of seminars, workshops and other training events to Canadians exporters considering or preparing to export.</p> <p>International Trade Centres across Canada delivered 1,000 seminars, workshops and other events that helped more than 27,000 participants prepare for the export challenge.</p> <p>In Atlantic Canada, the Atlantic Canada Opportunities Agency identified 510 potential new exporters, helped 79 businesses complete their first export transactions, delivered export skills and knowledge to 113 businesses and served 40 existing exporters. In New Brunswick, 46 one-on-one trade diagnostic consultations and six trade awareness sessions attracted over 170 potential exporters. Trade information seminars were held in five regions of Newfoundland and Labrador and attracted over 60 participants. In Nova Scotia, an information session entitled <i>Doing Business in the North-East United States</i> targeted information technology firms.</p> <p>Throughout the four western provinces, Western Economic Diversification delivered 56 seminars to more than 1,600 potential exporters on topics ranging from international market research, international financial and market entry options, while another 276 clients benefited from individual export diagnostic consultations.</p> <p>Throughout the four western provinces, Western Economic Diversification delivered 56 seminars to more than 1,600 potential exporters on topics ranging from international market research, international financial and market entry options, while another 276 clients benefited from individual export diagnostic consultations.</p> <p>More than 1,100 entrepreneurs across Canada benefited from the <i>Going Global</i> workshop training offered by TCI in conjunction with the Forum for International Trade Training.</p>
	

DETAILED ACHIEVEMENTS AND PLANS FOR THE FUTURE