

*Positioning ourselves for future success is so important for Canada because we are a trading nation. Indeed, with almost fifty percent of our economy dependent on the export of goods and services, we are one of the greatest trading nations on earth.*

Minister of Industry

### *Growing demand and critical acclaim*

Growth in the use of TCI core services tells a compelling story about the value of TCI services. For example, calls to TCI's 1-888 **Export Information Service** have grown almost 65 percent over the past five years. Visits to TCI's website **ExportSource.ca** have also grown over 60 percent.

Another mark of TCI's pursuit of service excellence came in the form of awards and accolades: **ExportSource.ca** won a Gold Distinction Award at the 1997 *Technology in Government Week* and was again a finalist in 2000. In 1998, TCI received a Head of the Public Service Award for Excellence in Service Delivery. In 1999, TCI client-service was cited as a best practice following a government-wide survey conducted by Treasury Board Secretariat. In 2001, TCI received international acclaim when the International Trade Centre<sup>1</sup> recognized it as a "benchmark in the provision of support to exporters". Most recently, TCI received a Public Service Quality Fair Award for the way in which client feedback was incorporated in the development of one new product.

### *Results*

As the TCI membership grew, the need for management infrastructure to ensure effective spending, operations and performance measurement was evident. While the benefit



of pooling resources to eliminate overlaps and leverage results is understood and accepted at a conceptual level, demonstrating that TCI is greater than the sum of its parts has been an enduring challenge.

In 2000-01, a new governance framework was developed to ensure TCI continued to have the senior management commitment, resources and operating practices necessary to achieve maximum results. A new performance measurement framework was planned for introduction early in 2002-03 to bring greater consistency to results reporting across the TCI membership, and ultimately permitting better tracking of TCI contributions over time.

<sup>1</sup>The Geneva-based International Trade Centre is a joint initiative of the World Trade Organization (WTO) and the United Nations Conference on Trade and Development (UNCTAD).