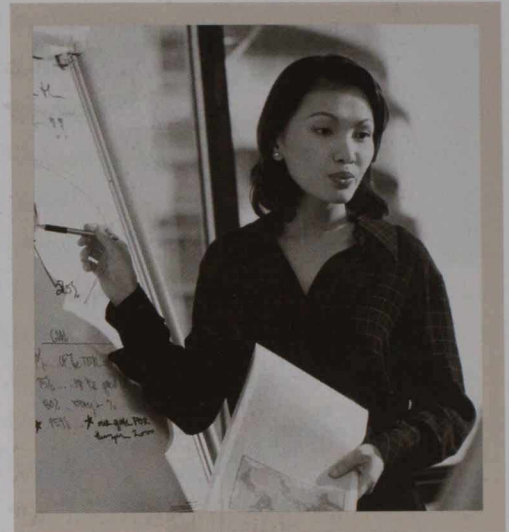


## OUR PURPOSE

To provide Canadian businesses with single-window access to fully integrated export services.

## OUR VISION

To help Canadian businesses succeed in global markets by offering comprehensive, high quality export information and services.



## OUR STRATEGIC GOALS

During 2001, the TCI Executive Committee refined and articulated TCI's strategic goals. For the next three years, TCI will:

- ▶ Provide seamless and practical access to fully integrated export services.
- ▶ Fill gaps in export service offerings.
- ▶ Expand the TCI network of service delivery partners.
- ▶ Promote an integrated trade agenda within the Government of Canada.

## OUR FOCUS

Since its inception in 1997, TCI has grown in the service of Canadian exporters. Today, TCI is making a difference to thousands of Canadian businesses each year, helping them take on the world and win.

To achieve its vision, TCI will focus on finding even more ways to increase the number of active exporters in Canada.

That means intensifying TCI's focus on priority sectors and encouraging Canadian exporters to diversify beyond U.S. markets. It means expanding TCI's reach and further augmenting TCI products and services offerings. It also means continuing to build and hone TCI's own capacity to deliver value to Canadians.