

## DETAILED ACHIEVEMENTS AND PLANS FOR THE FUTURE

### *Export Capability & Preparedness*

Strategic Goal: Increase the number of active exporters in Canada

Strategic Priority	Results in 2002-03
<p>Facilitate access to fully integrated Government of Canada trade services</p>	<p>Through continued expansion of the TCI network and active marketing of TCI products and services, TCI extended its reach to thousands more Canadian businesses across Canada in 2002-03. TCI's website, <b>ExportSource.ca</b>, hosted an average 27,000 visits per month, posting the third straight annual increase over 25 percent. This year, an innovative voice-web service called <b>Talk to Us!</b> was added, whereby an export information specialist can provide users with guidance to the information they seek. At 15,353, calls to TCI's toll-free 1-888 <b>Export Information Service</b> fell slightly for the third consecutive year, in part reflecting a growing preference for online services.</p> <p>TCI's network reached 667, with the identification of 117 new service delivery partners to the existing 350 Canada Business Service Centre partners, 140 embassies and missions abroad, 12 International Trade Centres (ITC), 12 Regional Trade Networks, 13 Trade Team Canada Sectors and about 40 <i>Going Global</i> workshop providers. The increase was due to TCI's new partnership initiative.</p>
<p>Produce relevant, useful information about exporting for Canadian businesses</p>	<p>All TCI information products and tools are available online at <b>ExportSource.ca</b>. At over 26,000 page views in 2002-03, the updated service export-readiness tool <i>Take a World View</i> has proven to be one of TCI's most popular products. The <i>Step-by-Step Guide to Exporting</i>, the <i>Roadmap to Exporting</i> and dozens of country reports are other popular downloads.</p> <p><i>ExportWise</i>, Export Development Canada's quarterly magazine for customers, was distributed to 27,000 subscribers plus another 10,000 recipients at trade shows and missions. The Department of Foreign Affairs and International Trade (DFAIT) published 21 regular issues and 13 special inserts of <i>CanadExport</i>. Articles were posted to the internet and sent to 8,500 regular e-mail subscribers. Another one million printed copies (about 52,000 per issue) were also distributed.</p> <p>Statistics Canada released new data from the <b>Exporter Registry</b> (1993-2001), providing updated information on the Canadian exporter population.</p> <p>Each year, TCI members individually and collectively offer hundreds of seminars, workshops and other training events to Canadian exporters considering or preparing to export.</p> <p>For example, ITCs served almost 31,800 clients across Canada, delivering some 863 seminars/workshops and supporting over 340 trade missions. Client Surveys showed that these events influenced 62 percent of participants to pursue the market or topic of the event and 51 percent obtained information that would alter the way they export.</p> <p>As well more than 1,400 entrepreneurs benefited from the <i>Going Global</i> workshop training offered by TCI partners in conjunction with Forum for International Trade Training (FITT). More than 90 percent of workshop participants rated the information learned as highly applicable or applicable to their own work.</p>

