



International Business Development Strategy: 1998-2001

Export Capability and Preparedness

OUTCOME (What we want to achieve): <i>Internationally competitive and export oriented industry</i>			
Initiatives: Expected Results (The results we want)	Performance Indicators (What reflects progress on key expected results?)	Performance Measures (How do we measure progress?)	Performance Targets (How much?) (When?)
<p>Expanding Awareness of Global Market Opportunities</p> <ul style="list-style-type: none"> • recognition in business, particularly small and medium sized enterprises (SMEs), of exports as a growth option • firms increasingly focus on exporting as a major business objective • tourism industry decision-makers using credible research-based business intelligence <p>Engaging strategic partners in exporter preparation</p> <ul style="list-style-type: none"> • more federal departments, provinces and business associations, providing "front-line" exporter services, and who are active partners in Regional Trade Networks and National Sector Teams with "seamless" delivery of services amongst partners <p>Targeting Team Canada Inc services to meet exporter needs</p> <ul style="list-style-type: none"> • increased awareness of and use of, Team Canada Inc exporter-support services • new Internet-based information sources with 24 hour access e.g. ExportSource, Strategis, that include tools for customization to meet individual needs • toll-free 1-888 # with direct links to more Team Canada partners • export-readiness training targeted to firms with exporter potential • project-specific financing and advisory support <p>Broadening and diversifying exporter base with particular emphasis on SMEs</p> <ul style="list-style-type: none"> • increased numbers of export-ready/export-oriented firms, including small firms, ethnic groups, Aboriginal enterprises, women entrepreneurs, etc. with focus given to firms in priority sectors and those interested in priority markets • broader range of sectors recognizing export-opportunities • broader range of 'export-ready' products/services 	<ul style="list-style-type: none"> • Level of interest in exporting • Level of use of TCI services • Number of export-ready firms 	<ul style="list-style-type: none"> • Export attitude surveys • Number of hits on ExportSource • Number of calls to 1-888 • WIN Export registrations 	<ul style="list-style-type: none"> • Strong level of awareness of global market opportunities • High level of use of Team Canada Inc services • Increased number of export-ready firms