

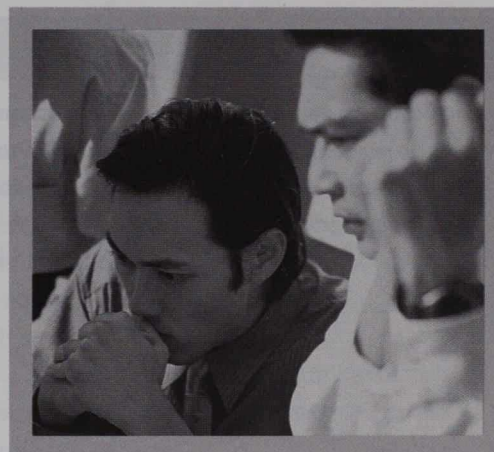
and intelligence, and business development activities. In 2003-04, this will include an updated interactive web-enabled tool for small- and medium-sized enterprises (SMEs) called the *TCI Export Diagnostic*.

- ▶ Identifying innovative ways to reach out to more Canadian businesses.

Continuing its focus on smaller businesses in priority sectors, TCI will emphasize online service delivery options. TCI will also continue to work with the SME Advisory Board, which acts as a voice for the interests of smaller businesses.

- ▶ Continue marketing TCI services across the country.

TCI's web portal **ExportSource.ca** and toll-free **Export Information Service** will continue to provide Canadian businesses with single window access to a full range of trade services, including those available from other levels of government and the private sector.



- ▶ Further enhancing TCI management and administrative practices.

A highly integrated electronic **Client Relationship Management (eCRM)** system will be implemented over the next three years to help TCI members address the rising demand for more complex services. Based on the TCI Performance Measurement Framework, TCI will also continue to develop a comprehensive and consistent approach to performance measurement and reporting with respect to its export capability and preparedness and international market development commitments. TCI's extranet, *InfoPort*, will be used as a foundation information sharing tool.

2 0 0 3 E X P O R T A W A R D W I N N E R

**Extreme CCTV Inc.**

Extreme CCTV is a leading innovator in the design, development and manufacture of security system technological products. With operations in both Europe and North America and sales all over the world, the company is regarded as one of the fastest growing firms in its sector. Since 1997, its number of employees has doubled.  
[www.extremecctv.com](http://www.extremecctv.com)