

Plans for 2002-03 to 2004-05

TCI will continue to actively market TCI services to Canadian businesses across the country and to identify innovative new ways to reach out to smaller Canadian businesses. In terms of specific targets, TCI is working to increase the number of visits to **ExportSource.ca** (i.e., to 320,000 in 2002-03, to 350,000 in 2003-04 and to 400,000 in 2004-05) and the number of calls to the **Export Information Service** (i.e., to 16,000 in 2002-03, to 16,500 in 2003-04 and 17,000 for 2004-05). TCI will also continue to enhance the online delivery of market information and business opportunities as well as other trade services. New products will be introduced and existing ones enhanced. For example, a new **Talk to Us!** service feature was planned for **ExportSource.ca** in 2002-03. **Talk to Us!** is an innovative, voice-web service designed to guide clients to the export resources they need on the Web.

TCI will continue to pursue new partnerships to extend its reach to those "harder-to-reach" smaller businesses lead by youth, Aboriginal and women entrepreneurs, and those based in rural communities across Canada. Through a new partnership initiative, TCI seeks to further strengthen partner knowledge of the full range of available TCI products and services. The campaign will particularly focus on economic development offices, business service centres, industry associations and educational institutions.

A Memorandum of Understanding between Canada and Nunavut on International Business Development cooperation is expected to be signed in 2002-03, while a Nunavut Regional Trade Network is expected to be in place in 2003-04.

In 2002-03, cultural trade officers will be placed in ITCs in Vancouver, Toronto, Halifax and St. John's. A number of **Trade Routes** promotional tools will also be developed, including application guidelines, a fact booklet and a promotional brochure.