

Plans for 2003-04 to 2006-07

TCI members will continue to support Canadian exporters through various market development funding programs. A **PEMD** Review is expected to be completed in 2003-04. The objective of the review is to ensure PEMD continues to meet the changing needs and expectations of the Canadian business community and remains relevant in the current international trading environment. The Review will also ensure closer integration with the Trade Commissioner Service and the New Approach.

The **Canada Wood Export** program plans to add five Canada wood promotion offices overseas to increase awareness by importers of Canadian wood products expertise. During 2003-04, Canada Wood will form a partnership with Canada's Super E™ building program in the U.K. and is proposing to increase its presence in China with the addition of an in-country staff member. A demonstration structure for wood frame construction is planned for use at various European trade shows. As well, country-by-country market development strategies will be developed starting in 2003-04. A review of the program is planned for 2004-05, with a full evaluation scheduled for 2006-07.

Business Development Bank of Canada will continue to provide innovative financing and consulting solutions for Canadian entrepreneurs to support them in their productivity enhancement and pursuit of international markets.