

EXPORT CAPABILITY AND PREPAREDNESS

OUTCOME (What we want to achieve): Internationally competitive and export-oriented industry

INITIATIVES: EXPECTED RESULTS (The results we want)	PERFORMANCE INDICATORS (What reflects progress on key)	PERFORMANCE MEASURES (How do we measure progress?) expected results?)	PERFORMANCE OBJECTIVES (How much do we try for?)
<p>Expanding awareness of global market opportunities:</p> <ul style="list-style-type: none"> • Recognition by business, particularly SMEs, of exports as a growth option; • Increased focus by firms on exporting as a major business objective; • Production of credible research-based business intelligence by tourism industry decision-makers. <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 Trade Team Canada Sector Teams (TTCS) with “seamless” delivery of services among partners; • Promotion of partnerships and strategic alliances among exporting companies and other partners such as the Community Futures Development Corporations. <p>Targeting Team Canada Inc services to meet exporter needs:</p> <ul style="list-style-type: none"> • Increased awareness and use of TCI exporter-development services under 5 broad areas: General Information, Skills Development, Counselling and Advice, Market Entry Services and Trade Financing; • Internet-based information sources to meet individual needs, e.g. <i>ExportSource</i> and <i>Strategis</i> web sites; • Toll-free phone line with direct links to more TCI partners; • Export-preparedness training (e.g. Export Preparedness Guide, available on the Internet (<i>ExportSource</i>) or hard copy); • Export counselling and advice to firms (through tools such as the Interactive Exporter); • Market development financing and advisory support; • Revenue Canada Business Number expanded to allow exporters to include programs of other government departments; • Increased use of electronic reporting by exporters through the Canadian Automated Export Declaration Program. <p>Broadening and diversifying the exporter base, with particular emphasis on SMEs:</p> <ul style="list-style-type: none"> • Increased numbers of export-prepared or export-oriented firms, including small firms, ethnic groups, Aboriginal enterprises, women entrepreneurs and firms in rural areas, 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-prepared products and services. 	<ul style="list-style-type: none"> • Level of interest in exporting • Level of use of TCI services • Number of export-prepared firms • Number of clients attending export preparedness seminars or receiving one-on-one advice and counselling • Number of firms in target groups 	<ul style="list-style-type: none"> • Export attitude surveys • Number of visits to the <i>ExportSource</i> web site • Number of calls to the toll-free number • WIN Exports registrations • Enhanced exporter community statistics from Statistics Canada 	<ul style="list-style-type: none"> • Percentage increase in SME exports • High use of TCI services • Objective of 16 000 calls to the toll-free number • Increased number of export-prepared firms • Increased number of firms in target groups