

*Canada enjoys a great reputation around the world for the safety and high quality of its agriculture and agri-food products ... But to continue to be a world leader, and to meet the increasing demands of the world marketplace, Canada needs a broad and integrated policy framework that addresses the issues facing the sector.*

Minister of Agriculture and Agri-Food

international markets through an integrated approach to market development, branding, trade policy, trade advocacy, technical trade issues, and international development.

Again, achievements on these fronts will strengthen TCI and partner efforts to position Canada as a preferred source of goods and services and as the investment location of choice.

### *Exporter Preparedness*

For many businesses, the prospect of going global is a daunting one. Smaller businesses, in particular, often lack the knowledge and skills to do so and hence may miss out on opportunities to expand their operations through exporting. Other businesses may lack the tools and resources to anticipate, recognize and react swiftly to emerging market opportunities. Timely, complete and relevant information and market intelligence are crucial to business success, as are establishing appropriate contacts, participating in networking



opportunities, and adopting innovative approaches to enhance each business' profile with foreign buyers.

By equipping potential exporters with the knowledge, skills and market information they need to succeed in the global marketplace, TCI continues to boost Canada's overall trade development efforts.

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

#### **H. Fontaine Ltd.**

*Magog, Quebec*

With offices around the globe, H. Fontaine has emerged as a leader in effective water management. This family-run company designs and manufactures water control gates used by hydroelectric power and waste water treatment plants. World-class environmental know-how and innovation have fuelled H. Fontaine's strong international showing. From the Arabian Peninsula to Latin America, exports to foreign markets account for 80 percent of the company's total sales. [www.hfontaine.com](http://www.hfontaine.com)