

three-year regional trade plans. A significant accomplishment this past year was reaching federal-provincial consensus on a national framework of five broad service areas: General Information, Skills Development, Export Counseling, Market Entry Services and Trade Financing.

- Since January 1998, the **Forum for International Trade Training (FITT)** has granted Canada's only professional designation in international trade, the Certified International Trade Professional (CITP) to 40 individuals, and it has converted its core international trade training program, FITTskills, for on-line delivery and has, since 1992, trained over 4500 individuals in international business.

Targeting Team Canada Inc domestic services

- **International Trade Centres (ITCs)** across the country have been leading the Regional Trade Network partnerships in product and service development. The ITCs worked with Canadian posts abroad to sponsor 72 incoming and outgoing missions and targeted SMEs by participating in federal "Infofairs". The regional offices supported 71 outreach missions by Ambassadors and Trade Commissioners and organized a wide range of New Exporters to Border States (NEBS) missions (more than 360 companies took part in 55 missions).
- Team Canada Inc continued to upgrade the vehicles through which it provides access to exporter services:

ExportSource (<http://exportsource.gc.ca>), Team Canada's Inc's Internet product and the central focus of the federal government's on-line international

business development programs. In 1998, ExportSource, now with links available to 20 federal Team Canada Inc partners, strengthened its search capability and received over 190 000 visits last year.

- The **national 1 888 811-1119 number**, delivered by the 12 Canada Business Service Centres, connects callers to Team Canada Inc's Export Information Service and onward to other Team Canada Inc IBD service providers across the country. The national toll-free number received 9700 calls during 1998. In addition, the 1-888 service began to redirect export callers referred from posts abroad to domestic service providers.
- The **Trade Commissioner Service Outreach Program**, an initiative to build exporter awareness across the country, sends trade commissioners from Canada's embassies to visit smaller communities in Canada, to speak about export opportunities with local business and media. In 1998, 130 trade commissioners met with 950 firms in 110 cities across Canada.
- The **Program for Export Market Development (PEMD)** offers financial assistance on a matching basis to trade or industry associations to foster incremental export activities. In 1998, 48 associations used PEMD to help fund activities such as trade show participation, industry Web sites and promotional videos.