


International Market Development (cont'd)

Strategic Goal: Enhance Canadian competitiveness in specific sectors and markets around the world

Goals	Achievements
<p>Support Canadian participation in missions, fairs and trade-related events</p> 	<p>Through the Trade Team Canada Sectors (TTCS) and the Trade Commissioner Service (TCS) abroad, TCI supported more than 4,800 Canadian companies through some 556 missions, trade shows, seminars and workshops. By priority sector, some key achievements include:</p> <p><i>Aerospace and Defence:</i> TCI supported some 77 Canadian firms' attendance at major international air and defence shows, including Farnborough Air Show (U.K.), Eurosatory (France) and ExpoNaval (Chile).</p> <p><i>Agriculture and Agri-food:</i> A number of agri-food trade events around the world attracted more than 200 Canadian exhibitors, yielded some \$22.4 million in on-site sales and generated in excess of 800 more business leads. For example, the International Grains Council 2000 conference exposed Canadian suppliers to 500 delegates from 59 countries and resulted in the on-site sale of \$13 million of wheat to Indonesia and Egypt. At SIAL (France), some 65 Canadian exhibitors received an average of 21 new leads each, posted some \$2.5 million in on-site sales and had sales leads for another \$14.5 million. Foodex 2000 (Japan) featured 35 Canadian exhibitors who obtained a total of 600 new leads and on-site sales of \$2.5 million. Table-top food shows in four Japanese cities attracted 330 Japanese buyers. The 40 Canadian exhibitors made sales of \$2.4 million. The Taiwan International Food Show 2000 had 30 Canadian exhibitors who generated a total of 225 new leads and posted on-site sales of \$2 million.</p> <p><i>Automotive:</i> With TCI help, some 30 Canadian companies participated in such trade fairs as SAE (U.S.) and Automotive Industry Week (U.S.), successfully profiling Canada's auto industry and exposing participants to new opportunities around the world. A number of successful missions to the U.S., Germany and Mexico helped 33 Canadian companies secure business opportunities in these high growth markets.</p> <p><i>Bio-technology:</i> First organized for BIO 2000, space in the Canadian Pavilion sold out for BIO 2001 as some 85 Canadian bio-tech companies and more than 500 Canadian individuals again took part in an impressive international demonstration of Canadian bio-tech expertise. A <i>Canadian Capabilities</i> seminar held at Biotechnology 2000 (Germany) brought together some 40 Canadian and German bio-tech companies to discuss Canadian bio-tech expertise and mutual opportunities. A similar seminar in Princeton, New Jersey attracted 35 U.S. participants. Through an incoming mission to Quebec City, 10 U.K. companies met with over 50 Canadian suppliers. One visible result was the announcement of an R&D collaboration between KS Biomedix Holding (U.K.) and Aurelium BioPharma (Canada).</p>