

Plans for 2003-04 to 2006-07

TCI members will continue to support the Prime Minister-led Team Canada Missions and to lead and/or participate in other Trade Missions representing specific regions, trade sectors and client groups. In 2003-04, consultations with key stakeholders will help evaluate past Team Canada Trade Missions with a view to further strengthening the program.

A Team Canada Atlantic mission to Washington is planned for November 2003. Other Atlantic Trade Missions are planned for Norway (aquaculture firms), Sweden and Norway (technology companies) and New York (aquaculture and seafood companies).

Planning for a NEXOS Wireless Mission to Sweden, Denmark and Finland for April 2003 was well underway at the close of the fiscal year. The Mission was expected to draw nine leading Canadian wireless technology companies for a series of pre-arranged meetings and networking opportunities with local carriers, telecommunication companies, wireless technology vendors and prospective partners. NEXOS was also planning a Biotech & IT Convergence Seminar as part of a series of Canada-related events to be held in Stockholm in May 2003. Some 16 Canadian companies and organizations were expected to participate.

A January 2004 Canadian Cultural Trade Forum (CTF) in Paris (France) is expected to draw 150-200 participants from Canada and over 250-300 participants from Europe and Africa. It seeks to increase new business opportunities, partnerships and market access for Canadian cultural industries and reinforce international business networks.

TCI will continue to implement the **Brand Canada** program to support the efforts of over 1,000 exhibitors at more than 35 international trade shows through 2004-05. Action will be taken to seek approval for an extension of the program, using already-established performance measurement criteria, to demonstrate the program's effectiveness and rationale for extending it for another four years.

TTC Aerospace and Defence will participate in such high-profile industry events as the Paris Air Show (France), the Aerospace Congress and Exhibition (Canada), DSEi Defence Systems and Equipment International (U.K.), MRO 2004 (U.S.) and Heli Expo 2003 (U.S.).

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Diamond Aircraft Industries Inc.

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