

GLOBAL CONTEXT

Filling Gaps

Over the past five years, TCI has continuously sought to identify gaps and overlaps in the **Export Services Continuum**, by pooling resources and expertise. The Continuum has proven to be an effective tool for identifying products needed to address remaining gaps in services and for eliminating overlaps in current product offerings.

An early example of gap filling was TCI's 1998-99 introduction of *Going Global* workshops in conjunction with the Forum for International Trade Training. Today, thousands of smaller businesses have access to basic training on international trade issues through five workshops offered across Canada.

Prior to 1998-99, a number of federal departments and agencies produced their own guides to exporting. Their best efforts were amalgamated into TCI's *Step-by-Step Guide to Exporting*, more than 92,000 hard copies of which have now been distributed to Canadian entrepreneurs and businesses. In 1999-2000, TCI launched the *Roadmap to Exporting*, which identifies the various products and services available to assist exporters. To date, close to 29,000 hard copies have been distributed, along with another 19,000 CD-ROM versions of the Roadmap. Other guides have also been

developed, including: *Successful International Trade Show Marketing*, *Speaking Globally: Guide to Effective International Presentations*, and *Planning a Business Trip Abroad*. Today, all these products and many more are available online.

Priority Sectors and Client Groups

In 1997-98, TCI members agreed to focus efforts on key knowledge-based, value-added industries that offer the most for Canada's continuing prosperity. Today, TCI's industrial priorities include:

- aerospace and defence;
- agriculture and agri-food;
- automotive;
- bio-industries;
- cultural goods and services;
- environment;
- health industries;
- information and communications technologies;
- natural resources technologies and services (including electric power, mining equipment, and oil and gas equipment and services sub-sectors);
- plastics;
- services; and
- wood products and other building materials.

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General Motors Defense

London, Ontario

General Motors (GM) Defense is one of the world's leading light-armoured vehicle manufacturers, serving some of the most demanding military customers in the world. With \$4 billion in export contracts in 2001 and a landmark deal with the U.S. Army, GM Defense has emerged as an exporting powerhouse. The new \$6-billion joint venture to produce armoured vehicles made in Canada for the U.S. army is the largest in company history. www.gm-defense.com