

TEAM CANADA

equals jobs and growth

Turkey is just coming out of a difficult recession and the prospects for Canadian businesses are growing. It's an exciting place to be."

Eugenie hasn't yet decided to which TCS office she'd like to apply. "I've only been at headquarters for six months and I'm learning a lot. I had decided to commit to two years of training before applying for a position abroad," she says. "That's coming up and I'm looking forward to finding a good position somewhere in the world, where I can make a real contribution and feel good about the new career and direction I've chosen." ❁

For information on how to apply for a Foreign Service career: www.dfait-maeci.gc.ca/departement/service/menu-en.asp

Georgetown, Guyana, or the Canada-Philippines Chamber of Commerce in Manila. It has also placed young people in companies, such as Entrepise Berthier in Costa Rica; Amisk Czech, a Canadian-owned steel-frame home builder in Brno, Czech Republic; and Trinôme Inc., a Montreal film production company. ❁

For more information on Young Professionals International:

www.dfait-maeci.gc.ca/interns

Hold the tequila! Discerning consumers from Tijuana to Oaxaca are reaching for Canadian Iceberg Vodka.

This fine product is made from water harvested from icebergs floating off the coast of Newfoundland—the purest on earth—and Canadian sweet corn. Last year, worldwide retail sales totalled approximately \$10 million in 14 countries. Now Canadian Iceberg has found a new market in Mexico, thanks to Team Canada—one of the Trade Commissioner Service's highest-profile programs.

Team Canada trade missions are led by the Prime Minister, the Minister for International Trade, provincial premiers and territorial government leaders. They join in a unique partnership to increase Canada's trade and create jobs and growth back home.

In addition, the Minister for International Trade often leads Canada trade or business development missions. These operate much like the Team Canada missions but without the participation of the Prime Minister or provincial and territorial leaders.

During a Canada trade mission to Mexico in June 2002, Canadian Iceberg signed a three-year agreement worth \$2,475,000 giving Comercializadora Los Agaves exclusive distribution rights in that country.

This was the third time company president Gary Pollack joined a mission organized by the Government of Canada, with the aim of securing new distribution channels for his award-winning vodka. The results of previous trips were equally impressive: a \$7-million deal to promote sales in Russia; and a distribution deal



Photo: Team Canada Division, DFAIT

signed in Hong Kong, opening doors to mainland China.

Team Canada missions promote Canada's commercial, political, educational and cultural links with other countries. With the presence and support of the Prime Minister and other government leaders, Canadian firms gain unique access to key economic decision makers and enjoy a high public profile.

The missions send a strong message to prospective partners that Canada is committed to doing business with them. They build prestige and credibility for Canada, helping new as well as experienced exporters to position themselves in competitive world markets.

Among the participants: exporters; heads of academic institutions; promoters of arts, culture and tourism; representatives of small and medium-sized enterprises; and Aboriginal, youth and women entrepreneurs.

The first Team Canada mission visited China in 1994, and the most recent one went to Russia and Germany in 2002. In all, there have been seven missions with some 2,800 participants representing Canadian businesses and organizations, who have secured \$30.6 billion in new business. And added to that are the hundreds of business ventures nurtured over time as a result of the missions. ❁

For more information: www.teamcanada.gc.ca

International Trade Minister Pierre Pettigrew addresses business delegates during 2002 Team Canada trade mission to Germany.