

RECOMMENDATION 4:

That, in collaboration with the provinces, Canadian tourism promotion campaigns in Europe be reassessed and modified, where applicable, to include information on the rapid transformation that has occurred in Canada's economic structure and the lifestyle and high quality of life that Canadian knowledge workers enjoy. Greater targeting of Canada's cities as business and tourist destinations should be considered.

In 2000, the Canadian Tourism Commission (CTC) completed a major review of its branding strategy, which included consumer testing in Canada, the United States, the United Kingdom, France, Germany and Japan. Launched in February 2001, the new brand concept and tag line, "Discover our true nature," positions Canada as an exciting, diverse, four-season destination. It was developed to increase awareness of travel experiences, products and destinations available in Canada, including large and exciting cities, abundant natural beauty, top-rank entertainment, multicultural traditions, high-tech industries and well-developed infrastructure. Consumer testing clearly indicated that Europeans see Canada as a destination where they can get close to the natural world and enjoy experiences that are rare in their own countries, such as adventure and eco tourism and Aboriginal destinations. However, the CTC's new branding goes beyond these aspects and, by portraying Canada's major cities, cultural attractions, festivals and events, establishes a varied and sophisticated image of Canada.

RECOMMENDATION 5:

That the federal government review the needs of Canadian business, especially those of small and medium-sized firms, for accurate and up-to-date information about individual European country markets as well as the policies and practices of the integrated European Union. Remedial steps should be taken to respond to information deficiencies.

The Government devotes significant effort to determine the needs of Canadian small and medium-sized enterprises (SMEs), as well as to provide them with the most up-to-date market information. Canada Business Service Centres (CBSC) are the first point of contact for companies interested in learning more about export opportunities. International Trade Centres (ITCs) are located in each province. They provide extensive advice, counselling and export readiness training for SMEs. The regional offices of some Team Canada Inc partners (Agriculture and Agri-Food Canada, Canadian Heritage, Industry Canada and others) as well as regionally based agencies such as the Atlantic Canada Opportunities Agency, Canada Economic Development for Quebec Regions, and Western Economic Diversification also provide assistance of this nature. SMEs can also contact trade commissioners and commercial officers in over 130