

International Market Development (continued)

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

Strategic Priority	Results in 2002-03
<p>Help Canadian exporters promote their goods and services abroad through high profile foreign missions</p>	<p>In 2002-03, there were a number of key high-profile trade missions and dozens of smaller missions. A June 2002 Mission to Mexico City and Monterrey attracted 63 business delegates and yielded five new business deals worth close to \$5 million. During the mission, EDC also finalized a \$23 million loan facility to a leading auto sector company in Monterrey. A November 2002 Mission to Africa attracted 104 business delegates and resulted in 24 agreements worth over \$150 million. A \$100 million African Investment Fund was announced to help encourage Canadian investment in Africa. Building on the success of five previous trade missions, ACOA organized two Team Canada Atlantic Missions which attracted 90 Atlantic Canadian firms and featured over 550 meetings with U.S. firms in the New York tri-state area. Almost \$27 million in sales and 103 business leads were generated. ACOA also organized a pan-Atlantic trade mission to the International Boston Seafood Show for eight Atlantic Canada firms. Five of the firms reported short-term sales ranging up to \$500,000. Some 2,500 Canadian SMEs participated in the 22 missions to the U.S. and another 70 information sessions in Canada which took place under the ExportUSA program. Under the New Exporters to Overseas (NEXOS) program, eight Canadian firms participated in SMAU 2002, Italy's leading trade fair. The National Research Council led 31 outgoing technology alliance development missions, while the NRC-Industrial Research Assistance Program participated in 11 outgoing missions involving Canadian SMEs. The increasing global interest in Canadian science and technology was reflected in over 50 high-level incoming missions to Canada. FedNor's Team Northern Ontario Trade Mission to Atlanta attracted 25 participants and yielded new business in the range of \$60 million.</p>
<p>Help Canadian exporters in key priority sectors by supporting their participation in trade fairs and trade-related events around the world</p>	<p>Subsequent to the establishment of the TCI Brand Canada program for global trade shows in fiscal 2001-02, TCI partners used program funds to support the marketing efforts of nearly 700 Canadian exhibitors at over 20 major international trade shows. These initiatives, featuring the use of high tech tools, improved graphics and advertising, sought to give Canadian exporters a competitive edge in an increasingly demanding marketplace. Together, this public/private sector partnership promoted Canada's image as a source of innovative, high-quality goods and services to international buyers from around the globe. Many of the exhibitors attributed initial and projected future sales to these improved marketing efforts in collaboration with TCI partners.</p> <p>Through Trade Team Canada Sector (TTCS) teams, TCI supports Canadian business participation in missions and trade fairs abroad and hosts foreign buyer missions to Canada. Over 80 percent of surveyed participants indicate that these activities help them access new markets and maintain or enhance their presence in foreign markets. Some 10 percent of respondents reported on-site sales in excess of \$500,000, while another 21 percent reported 10 or more strong business leads. A vast majority (94 percent) expected a positive business impact as a result of participating in these initiatives.</p> <p>TTC Aerospace and Defence supported over 137 Canadian firms attending key international air and defence shows, including the 2002 Farnborough Air Show (U.K.), Eurosatory 2002 (France) and a series of Special Security Seminars (Ottawa).</p>

