



## International Market Development (continued)

<b>OUTCOME (What we want to achieve): <i>Increased exports of Canadian goods and services</i></b>			
<b>Initiatives: Expected Results</b> (The results we want)	<b>Performance Indicators</b> (What reflects progress on key expected results?)	<b>Performance Measures</b> (How do we assess progress?)	<b>Performance Targets</b> (Lowest Commitment)
<p><b>Increasing market share in key priority and emerging markets</b></p> <ul style="list-style-type: none"> <li>• strategic approach to planning and follow-up for Team Canada missions adopted</li> <li>• GO Team for short-term opportunities in key priority and emerging markets</li> <li>• 10 trade positions transferred from HQ to field annually to target historical 70:30 ratio by 2006</li> <li>• identify priority markets and "emerging" markets and allocate programme and personnel resources accordingly</li> <li>• implement the three year action plans for agri-food exports in priority and emerging markets</li> </ul> <p><b>Broadening the export product range</b></p> <ul style="list-style-type: none"> <li>• knowledge-based growth sectors targeted: educational services (new Canadian Educational Centres abroad); cultural products; services</li> <li>• Canadian public service expertise marketed aggressively</li> <li>• Canada as a tourist destination marketed</li> <li>• increased share of higher value products in Canada's export mix</li> </ul>			<ul style="list-style-type: none"> <li>• 70:30 HQ: field ratio for Trade Commissioner deployment by 2006</li> </ul>