

DETAILED ACHIEVEMENTS AND PLANS FOR THE FUTURE

Export Capability & Preparedness

Strategic Goal: Increase the number of active exporters in Canada

Strategic Priority	Results in 2001-02
<p>Facilitate access to fully integrated Government of Canada trade services</p>	<p>Through continued expansion of the TCI network and marketing of TCI as <i>Your Source for Export Services</i>, TCI extended its reach to thousands more Canadian businesses across Canada. TCI's ExportSource.ca, Canada's most comprehensive online source for export information, recorded 308,482 visits, up 25 percent for the second consecutive year. Many TCI members reported increased volumes for their own websites. Notable increases were reported by Agriculture and Agri-Food Canada (714,487 visits) and Export Development Canada (573,355 visits). TCI's toll-free 1-888 Export Information Service handled 15,932 enquiries, pushing the five-year total above 76,000. Although user satisfaction with the service remained a strong 85 percent, this was the second consecutive drop in the number of calls to the service, perhaps reflecting a broader trend towards increased use of the Internet.</p> <p>TCI's network of service delivery partners topped 550 service delivery partners, including 350 Canada Business Service Centre partners, 140 embassies and missions abroad, 12 International Trade Centres, 13 Regional Trade Networks, 13 Trade Team Canada Sectors and about 40 FITT and <i>Going Global</i> workshop providers. This figure does not include the many trade associations and educational institutions that use TCI tools to assist their members and students.</p> <p>Several TCI members signed a Memorandum of Understanding with the Northwest Territories' Department of Resources, Wildlife and Economic Development. Setting NWT international business development goals to 2005, the MOU seeks to broaden the base of non-traditional exports, increase the number of exporters, improve the export capabilities of NWT businesses and attract foreign investment.</p> <p>Under the auspices of Canadian Heritage's Trade Routes program, skilled service support for arts and cultural organizations was strengthened with the co-location of two cultural trade experts in International Trade Centres (ITCs) in Winnipeg and Montreal.</p>



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