

Export Capability & Preparedness (cont'd)

Strategic Goal: Increase the number of active exporters in Canada

Goals	Achievements
Deliver export skills training to clients preparing to take their businesses global	TCI members delivered some 1,023 seminars, Going Global workshops and other outreach events to over 28,000 clients across Canada. TCI members helped over 2,900 Canadian businesses become “export-ready” and another 785 earn the title of “active exporters”.

International Market Development

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

Deliver market sector intelligence, advice and guidance	Operating in Canada and abroad, TCI members produced hundreds of sector-specific studies, containing information on projects funded by international financial institutions, market intelligence, specific opportunity identification, bid matching and competitive intelligence. A TCI partner initiative called the International Business Opportunities Centre (IBOC) provides a matching service, connecting foreign buyers with Canadian companies. Working in concert with Canada’s trade officers abroad, IBOC delivers sales leads to Canadian companies, many of which translate into export sales, potential deals, new partners, new suppliers and even new products. To date, IBOC has responded to 13,500 trade lead inquiries from Canadian missions worldwide and contacted 21,000 companies across Canada. It has also helped register over 500 companies in the WIN Exports database.
Help more Canadian companies recognize and respond swiftly to foreign market opportunities	Working in over 130 posts abroad and in locations across Canada, TCI members supported dozens of buyers’ missions to Canada from countries around the world, conducted key contacts searches on behalf of hundreds of Canadian clients, and advised Canadian business about specific sectors, markets and business problems. Client surveys show that these services are highly regarded by Canadian exporters with 80% satisfaction reported. A majority of clients surveyed regularly use the market prospect and key contacts search services.

