

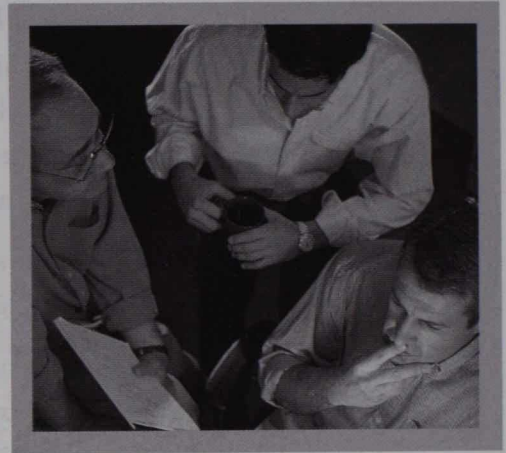
PRIORITIES FOR 2003-04 AND BEYOND

► Actively supporting the **Enhanced Representation Initiative**, through which the Government of Canada seeks to enhance its capacity to defend and advocate Canadian political and economic interests, and take advantage of opportunities and innovations in key markets across the U.S. In that regard, seven new offices will be opened over the next three years in Denver, Houston, San Diego, Raleigh-Durham, Philadelphia, Phoenix and Anchorage. Existing consulates in Miami and San Francisco will be upgraded to consulates general and a network of honorary consuls will be established.

Client Service

Having forged strong partnership links and built a large client base, TCI members will continue the work they began in 2002-03 to expand TCI's reach and quality of services. TCI's specific priorities over the next three years include:

► **Establishing new partnerships.**
To extend its reach to serve the smaller Canadian businesses, TCI will continue to forge stronger connections with chambers of commerce, industry and business associations and economic development offices across Canada.



► **Expanding existing partnerships.**
TCI will continue to provide direct support to the Regional Trade Networks (RTNs). As a follow-up to the successful hosting of the first National RTN Co-Chairs meeting, TCI and the RTNs will collaborate on initiatives to strengthen RTNs and their ability to serve smaller Canadian businesses.

TCI's partnership with the International Trade Centre in Geneva, Switzerland continues to generate benefits for Canadian businesses. New for 2003-04 will be TCI's access to a new tool, *Interactive TradeMaps*, which provides world-wide trade data.

► **Expanding TCI tools.**
TCI will continue to enhance its offering of export-readiness tools, market information

2 0 0 3 E X P O R T A W A R D W I N N E R

VSM MedTech Ltd.

Located in Vancouver, British Columbia, VSM MedTech develops, manufactures and markets medical devices for the diagnosis and treatment of neurological disorders and cardiovascular diseases. The company has rapidly increased its growth from a start-up with no revenue. Targeting global market opportunities, VSM now sells its commercial products throughout North America, Europe and Asia. www.vsmmedtech.com