

Plans for 2002-03 to 2004-05

A new **electronic Client Relationship Management (eCRM)** system will be implemented over the next three years to help TCI members address the rising demand for more complex in-market services. By streamlining current processes and making better use of the latest in information and communications technologies, eCRM will ensure Canadian exporters are always able to receive appropriate services on a timely basis.

TCI's selection of market information and intelligence will continue to be expanded to address identified client needs. Specifically, TCI members will expand the number of country sector profiles to cover the top five priority sectors for each trade post abroad. This effort will increase the offering of country sector profiles from the current level of 166 to 700. In Canada, regular updates about key markets and business opportunities will continue to be offered to Canadian industry. Further research to outline the challenges and opportunities relating to Canada's relationship with Mexico will also be undertaken.

TCI members will continue to strengthen sector expertise in key markets by placing sector-specific trade officers in key posts abroad. For 2002-03, for example NRCan plans to place climate change technology experts in New Delhi, India and Warsaw, Poland; Canadian Heritage plans to place cultural trade experts in posts in Los Angeles, New York, London, Paris, and Singapore; and EDC is considering further expansion of its presence to additional foreign markets.

Through active promotion of **SourceCAN**, TCI members are seeking to further expand the total number of registered companies to 25,000 in 2002-2003, 50,000 in 2003-2004 and 75,000 in 2005-2006.

IBOC expects to handle more than 6,000 leads in 2003-04.