

International Business Development Strategy: 1998-2001

International Market Development

OUTCOME (What we want to achieve): <i>Increased exports of Canadian goods and services</i>			
Initiatives: Expected Results (The results we want)	Performance Indicators (What reflects progress on the expected results?)	Performance Measures (How do we measure progress?)	Performance Targets (How much, how often?)
Expanding the Team Canada network - partnerships promoted with the provinces, business associations and other private sector constituencies through Team Canada Inc to secure more international business for Canada Improving accessibility of programmes and services for exporters - Internet access: 24-hour access service on a single website (ExportSource) to be expanded to include other service providers - national call number: toll-free 1-888 # to expand access to more Team Canada service providers - International Business Opportunities Centre (IBOC): distribute export leads from posts abroad to 10,000 WINExport suppliers across Canada - TCS Outreach Programme: "exporter awareness" initiative to send 150 officers to meet 600 firms in 45 cities across Canada - Market studies: produce 250 studies to identify product and service opportunities in key overseas markets - improved access to the Agri-Food Trade Service (ATS) and new services developed Increasing the number of first-ever and new-to-market exporters - SME's, youth, women and aboriginal entrepreneurs encouraged to use IBD programmes - PEMD to target SME's, new exporter constituencies and novice exporters - Canada's International Business Strategy (CIBS), as the key federal-provincial planning document, will be used to develop priority sector objectives by priority market	- Level of use of TCI services - Export business generated - Support to the export community	- Number of hits on ExportSource - Number of calls to 1-888 - Business generated by IBOC - Business resulting from Team Canada Missions - Client Survey TCS satisfaction	2 macro targets: - doubling the # of active exporters to 10,000 by 2000 and - recapturing 4% of the value of the world agri-food export market by 2005 while reversing the current 60:40 ratio of primary/processed agri-food exports - Programme targets: (a) baseline for hits on ExportSource and the 1-888 #; (b) leads distributed by IBOC (10,000) and business generated therefrom; (c) establish baseline for TC Mission business and TCS client satisfaction