

# TABLE OF CONTENTS

## TEAM CANADA INC

### BUSINESS PLAN: 1999-2002

1.	Introduction .....	1
1.1	Strategic Objective .....	1
1.2	Goals and Challenges .....	2
1.3	A Report Card for Canada .....	4
1.4	Setting Objectives .....	5
1.5	The Team Canada Concept .....	5
1.6	Team Canada Inc: Our "Virtual" Trade Promotion Agency .....	7
2.	Planning Environment for 1999-2002 .....	8
2.1	Export Environment .....	8
2.1.1	Overview .....	8
2.1.2	Outlook in Industrialized Countries .....	8
2.1.3	Outlook in Emerging Markets .....	11
2.2	Industry Sector Highlights .....	12
2.3	Composition of the Export Community .....	15
2.4	Investment .....	16
3.	Strategy .....	18
3.1	Overview .....	18
3.2	Market Access .....	18
3.2.1	Initiatives .....	18
3.2.2	Performance Measurement .....	20
3.3	Export Capability and Preparedness .....	20
3.3.1	Initiatives .....	21
3.3.2	Performance Measurement .....	22
3.4	International Market Development .....	23
3.4.1	Initiatives .....	23
3.4.2	Performance Measurement .....	27
3.5	Investment Development .....	27
3.5.1	Initiatives .....	27
3.5.2	Performance Measurement .....	30
Annexes		
1.	Performance Measurement Templates .....	31
2.	Team Canada Inc Products and Services for International Business Development .....	36