


ACHIEVEMENTS IN 2000-01

The following results deal with TCI's two main results commitments – export capability and preparedness and international market development. Although TCI members are also involved in investment development and market access activities, the results of these are captured in reports by Investment Partnerships Canada, DFAIT and others.

Export Capability & Preparedness

Strategic Goal: Increase the number of active exporters in Canada

Goals	Achievements
Provide single-window access to Government of Canada export services 	<p>TCI's toll free 1-888 Export Information Service handled more than 16,000 enquiries in 2000-01. This represented an 8% drop in the number of enquiries received in 1999-00, in part due to the increased use of online information sources. A survey undertaken in 2000-01 showed that 90% of TCI users felt the service met or exceeded their expectations. Some 94% would call again for further export information.</p> <p>Exportsource.ca, Canada's most comprehensive online source for export information, recorded some 230,000 visits in 2000-01, up 28% over 1999-00 levels. User surveys show high client satisfaction with the service. Improvements to the site were made in 2000-01 in response to client feedback.</p>
Produce and disseminate relevant, useful information about exporting	The Step-by-Step Guide to Exporting and Roadmap to Exporting continue to be the most popular TCI information products. To date, TCI has distributed 75,000 Step-by-Step Guides and 25,000 Roadmaps.
Increase awareness about exporting among key small business audiences	<p>A number of advertising, marketing and promotional activities were undertaken to brand TCI to exporters as Your Source for Export Services. This was initiated in response to studies showing that many Canadian businesses are unaware of the wide range of export products and services available through TCI.</p> <p>A new program was developed to raise awareness of the network of International Trade Centres (ITCs) across Canada. Fact sheets on ITC core services and other programs of interest in the regions, as well as a new ITC website accessible through exportsource.ca, have been produced.</p> <p>TCI developed Passports to the Global Market for the Regional Trade Networks to help serve exporters in six provinces. The passports list regional contacts and sources of export assistance, as well as outline government programs and web sites for exporters.</p>