

International Market Development (continued)

Strategic Goal: Enhance Canadian competitiveness in specific sectors and markets around the world

Strategic Priority	Results in 2002-03
<p>Help Canadian youth, Aboriginal and women entrepreneurs promote their goods and services abroad by supporting their participation in trade fairs and trade-related events around the world</p>	<p>The Virtual Aboriginal Trade Show (VATS) showcases Aboriginal companies and their products and services, helping strengthen their position in domestic and international markets and to more fully profit from e-commerce opportunities. A recruitment launch took place at the Connecting Aboriginal Canadians (CAC) Forum in Ottawa, March 2003. Canadian Heritage (Trade Routes) leads on the arts and cultural aisle of VATS and has registered 72 companies.</p> <p>For its part, DFAIT worked closely with the Aboriginal International Business Development Committee to spearhead a wide range of outreach activities to encourage a greater export orientation among Aboriginal entrepreneurs. Over 2,000 participants throughout the year attended such events as the AFN-NEXUS National Aboriginal Business Conference and Trade Show (Khanawake), the First Nations Agriculture and Foods Conference: Branding our Future (Prince George), the Council for the Advancement of Native Development Officers (Edmonton), the Native American Business Alliance Convention (Arizona), the Aboriginal Business Summit (Toronto), the Fourth Aboriginal Financial Management and Economic Development Forum (Vancouver) and the Western Aboriginal Business Summit (Saskatoon). Other promotional activities included reprinting the Directory for Aboriginal Exporters due to popular demand, and the production of a special <i>CanadExport</i> Supplement on Aboriginal Exporters.</p> <p>Over 400 individuals and businesses participated in a number of key trade events specifically targeting women entrepreneurs, including Salon d'entrepreneuriat Féminin (St. Jean sur Richelieu), Gala-Femmes des Affaires du Québec (Montreal), a Women in Business Symposium (Charlottetown) and a Newfoundland and Labrador Organization for Women Entrepreneurs Annual Conference (Gander). A trade mission to France and Germany for Women in Digital Media was held in February 2003 and attracted 15 participants.</p> <p>The inaugural Meeting of the Women's International Business Development Committee was held in Ottawa in March 2003. Some 23 members representing 14 federal departments and agencies attended. At the meeting, the Committee compiled an <i>Inventory of Federal Government Programs for Women Business Owners</i> and commissioned a pilot study of federal SME policies to support women business owners in trade. As well, a <i>CanadExport</i> women's supplement entitled <i>Going Global: World Markets for Women Entrepreneurs</i> was published and distributed widely.</p> <p>TCI-supported export marketing courses and outreach activities were attended by over 200 youth participants at the University of Ottawa. Likewise, a trade-related outreach activity attracted 50 youth participants at the University of Toronto. In Western Canada (Edmonton, Calgary, Lethbridge, Red Deer and Slave Lake), trade-related outreach activities attracted some 300 youth. As well, a <i>CanadExport</i> young entrepreneurs supplement called <i>Canada's Young Entrepreneurs: Take on the World</i> was prepared and distributed widely.</p>

