
SELECTED ACHIEVEMENTS FOR 2000-01

Together, TCI members and partners:

- ▶ Delivered export information and services to Canadian businesses through over 16,000 calls to the 1-888 **Export Information Service**.
- ▶ Welcomed more than 230,000 visits to the **exportsource.ca** website.
- ▶ Provided support to Canadian exporters in foreign markets on 36,000 separate occasions through Canada's network of 130 posts worldwide.
- ▶ Delivered over 1,000 workshops, seminars and other outreach activities to more than 28,000 businesses across Canada.
- ▶ Organized 556 missions, trade fairs and other trade-related events, bringing together some 4,800 Canadian companies with thousands of potential buyers around the world.
- ▶ Helped over 2,900 Canadian businesses become "export-ready" and another 785 earn the title of "active exporters".
- ▶ Provided trade financing and risk management services to more than 6,300 Canadian exporters who sold or invested more than \$44 billion abroad in 2001.
- ▶ Launched **Trade Routes**, a three-year, \$23-million program that seeks to expand international markets for Canada's arts and cultural products and services sector.
- ▶ Launched a three-year, \$9-million "branding" program to raise the profile and improve the image of Canada internationally at key global and regional trade shows in TCI priority sectors.

For further information on TCI Achievements in 2000-01, see Annex I.