

Plans for 2003-04 to 2006-07

AAFC intends to add 11 new agri-food specialists to strengthen the Trade Commissioner Service's capacity to develop Canada's agriculture, food and seafood business and investment interests in key markets around the world.

DFAIT's MRC will continue to enhance the selection and packaging of market information and intelligence to address identified client needs. To better capture client needs a transactional client survey is planned for the Spring of 2003 and results will be reported annually. To ensure a base level of information across all posts, the MRC will continue to coordinate the production of up to five Country Sector Profiles per post. About 25 new sector flyers will also be added each year, reflecting international market priorities identified annually by the posts, trade and industry associations and others.

DFAIT's International Financing Division will continue to develop new web-based content and marketing material to help Canada's private sector take full advantage of the export and investment opportunities offered by a wide range of financing sources and infrastructure projects in developing and transition economies.

CSF initiatives will continue to be developed and implemented with a view to ensuring better performance management and client service.

Canada's regional development agencies will continue to tailor TCI products and services to the unique needs of emerging exporters in their respective regions. Such services will include trade awareness sessions, one-on-one counseling, conferences, seminars, and trade mentoring/coaching programs and regionally-focused trade missions.

2 0 0 3 E X P O R T A W A R D W I N N E R

Blood Tribe Agricultural Project (1991)

Blood Tribe Agricultural Project (1991) is the largest irrigation operation in western Canada, irrigating approximately 10,000 hectares in the area of the Blood Tribe in Alberta. The operation has brought significant benefits in employment and education to members of the Blood Tribe, and sells its high-quality fibre product to markets in Japan, Korea, Taiwan, the Middle East and the United States. www.bloodtribe.com