

WHAT YOU SHOULD KNOW ABOUT TEAM CANADA INC

As a follow-up to our interview with Kathryn McCallion in the January issue of *TCS International*, and in response to many requests, we asked the Trade Commissioner Service, Policy and Strategic Planning Division (TBX) to give us the inside scoop on Team Canada Inc. We hope it will give you some of the messages you need when corresponding with the business community.



Team Canada Inc • Équipe Canada inc

- International Trade Centres (for export-ready firms)
- Agri-Food Trade Service (for all agri-food inquiries)
- specialists in other government departments (for specific sector enquiries)

THE VISION

To enhance the federal government's international business development (IBD) services to the business community, by building on the success of Team Canada and by creating an efficient, results-oriented network of service providers from coast to coast.

THE KEY MESSAGES

Team Canada Inc is the network of government IBD service providers for the business community.

Team Canada Inc is to epitomize partnerships across government for the seamless delivery of the IBD program.

CORPORATE HEADQUARTERS OF TEAM CANADA INC

The headquarters of Team Canada Inc is located in the Pearson Building, 125 Sussex Drive, Ottawa K1A 0G2. The office is readily accessible by phone, by fax and for walk-in visits. It offers meeting facilities for members of Team Canada Inc and visitors, plus access to such Internet tools as ExportSource.

TEAM CANADA INC STAFF

The headquarters will be staffed by a secretariat, which will support the Team Canada Inc management and advisory structure, while assisting Canadian business and visitors with export and investment information and advice.

Team Canada Inc by phone: 1-888-811-1119

When calling Team Canada Inc, clients will be served by:

- Canada Business Service Centres (most questions will be handled here)

EXPORTSOURCE

This Internet site containing wide-ranging export-related information will be expanded to include new members of Team Canada Inc.

THE ADVISORY BOARD

A business Advisory Board draws in private-sector expertise and advice, and serves to further expand the horizontal Team Canada approach to the government's IBD function by offering guidance on international business and trade policy issues. The Advisory Board replaces the International Trade Advisory Committee as the main private-sector forum reporting to the Minister for International Trade.

THE OBJECTIVES

- to increase by 30 percent (by the year 2006) the number of Trade Commissioners assigned outside of Canada;
- to strengthen management and co-ordination of federal trade and investment promotion activities across government departments (border in \border out);
- to expand networks and forge new partnerships with the provinces and the business sector;
- to engage the private sector through the Advisory Board to assist in:
 - determining strategic directions and priorities for the IBD function;
 - developing an IBD strategy for Canada; and
 - defining performance standards and measuring progress.

Don't hesitate to contact TBX for more information or to obtain a listing of members of the Team Canada Inc Advisory Board.

I don't mind how much my ministers talk — as long as they do what I say

Margaret Thatcher