

# FIVE YEARS OF ACHIEVEMENT

*TCI was created to help ensure that Canadian businesses receive the export assistance they need. TCI members remain strongly committed to working together to meet this objective.*

In 2001-02, Team Canada Inc (TCI) marked its fifth year of successful operations. A look back over the past five years reveals TCI's successful strategy of building on past successes to create truly integrated trade development services that have helped thousands of Canadian businesses succeed in global markets.



## Vision

Although many Canadian exports occur with limited help from government, many businesses still require significant support to go global. Small and medium sized enterprises (SMEs) are often lean in human and financial resources and require help (e.g., information, guidance, skills training and capacity-building) to prepare for competition in dramatically different markets. For smaller businesses in Canada's regions and rural communities, as well as those lead by women, youth and Aboriginal entrepreneurs, government support can be critical. Governments and partners can also play a significant and valuable role in "branding" Canada as a knowledge-based economy and world-class producer of value-added products and services.

In 1997, the Government of Canada recognized the need for better coordination of its own trade development activities with those of other levels of government and the private sector. It sought to build on the partnership approach that had already made Team Canada trade missions a resounding success. Called Team Canada Inc to reflect TCI's focus on working with and for Canadian businesses, TCI was envisioned as a focal point for greater collaboration between trade promotion stakeholders across all levels of government and the private sector. Such cooperation was considered essential for Canada to realize its international business development goals.

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### DECODE Entertainment

Toronto, Ontario

DECODE Entertainment is among the world's most innovative and successful production companies in entertainment for children and youth. Home to some of Canada's top talent, DECODE develops, produces and distributes internationally recognizable television series such as *Angela Anaconda* and *The Zack Files*, as well as interactive Web projects. The company's award-winning offerings are currently seen in more than 40 countries worldwide. [www.decode.tv](http://www.decode.tv)