

---

## 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.*