


## International Market Development

Strategic Goal: Enhance Canadian competitiveness in specific sectors and markets around the world

Strategic Priority	Results in 2002-03
<p>(continued)  <b>Help Canadian companies identify and pursue foreign market opportunities</b></p>	<p>Sector expertise continues to be strengthened in key markets through targeted training of trade officers and by placing sector-specific trade officers in key posts abroad. This year, for example, Natural Resources Canada placed climate change technology experts in New Delhi, India and Warsaw, Poland, while Canadian Heritage placed cultural trade experts in posts in Los Angeles, New York, London, Paris, and Singapore.</p> <p>DFAIT's Market Research Centre (MRC) produced 252 new Market Reports, Market Briefs and Country Sector Profiles for the over 16,000 clients registered to receive them through <i>InfoExport</i>, the Virtual Trade Commissioner (VTC) and at trade shows and other events. Another 234,000 document downloads were recorded through <i>InfoExport</i> and the VTC. As well, the first 17 in a series of sector flyers promoting the export capabilities of key Canadian sectors were distributed worldwide.</p> <p>DFAIT's International Financing Division participated in 28 trade events across Canada, providing over 1,000 exporters with information about potential business opportunities available through the activities of <b>International Financial Institutions</b> (IFIs) around the world. The Division produced a series of web-based factsheets on sources of project financing in 32 countries and the Division's website IFInet saw its number of visitors and free subscribers increase by 40 percent.</p> <p>With Canadian trade volumes increasing dramatically, the <b>Client Service Fund</b> (CSF) was established to help the TCS to meet higher demand for a broader range of more complex trade-related services. Under the CSF, more than 2,000 service improvement projects have been carried out in 115 missions and 13 geographic divisions. Of the Canadian business involved in these initiatives, 56 percent expanded their awareness and knowledge of the foreign business environment.</p> <p>Canada's regional development agencies – the Atlantic Canada Opportunities Agency (ACOA), Western Economic Diversification (WD), Canada Economic Development for Quebec Regions, and FedNor – delivered TCI services on 1,986 occasions, including over 300 individual export counseling sessions and over 50 export seminars. Under ACOA's new Export Internship for Trade Graduates program, 18 trade graduates were placed with companies throughout the Atlantic region. The program provided recent graduates with valuable hands-on training and companies with much-needed international trade expertise. Under WD's International Trade Personnel Program, over \$2.8 million in support was provided for the hiring of 82 international trade graduates to implement marketing projects on behalf of 77 western Canadian companies. The Canada Economic Development for Quebec Regions supported such key trade events as Saguenay 2000 (Saguenay, Quebec), Projet Silicon Valley (California), Montérégie International (Buffalo), Ingénierie sans frontière (New York), SERDEX international (France) and Réseau Environnement (Montreal). FedNor began implementing a Team Northern Ontario Trade Strategy designed to build export capacity at the local level through the development of a network of community-based trade organizations, the FedNor International Business Centre (trade and tourism), trade missions and a collaborative model for delivery of federal export services with the International Trade Centre in Toronto.</p>
	<p>During the year, the Canada Customs and Revenue Agency issued 1,730 new Import/Export Account numbers to Canadian businesses.</p>