

Strategic Directions

TCI will continue to make it easier for thousands of Canadian businesses to realize their aspirations for global competitiveness by:

- ▶ Offering seamless, practical access to fully integrated export services;
- ▶ Continuously identifying and filling gaps in export service offerings;
- ▶ Expanding the network of service delivery partners and strengthening communications and operations between existing partners; and
- ▶ Promoting an integrated trade agenda within the Government of Canada.

Delivering TCI initiatives

Positioning Canada as a source of innovative, high-quality goods and services and a preferred location for investment and



technology exchanges continues to be a major Government of Canada priority. In the years ahead, TCI will continue to support these goals by:

- ▶ Working even more closely with such partners as Investment Partnerships Canada and the Regional Trade Networks to better integrate trade, investment and innovation actions.

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

Palliser Furniture Ltd.

Palliser Furniture is Canada's largest assembled furniture manufacturer, with facilities in the United States, Mexico and Indonesia. The company produces furniture for North American customers based on stylish European designs. Palliser employs more than 5,000 people from over 70 countries. The company's main production and distribution site is in Winnipeg, Manitoba. www.palliser.com

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

ZENON Environmental Inc.

ZENON specializes in membrane-based technologies used in the treatment of drinking water and wastewater. Over the past four years, the company has penetrated markets in eastern Europe, Australia and Asia, dramatically increasing its revenue to \$145.9 million. ZENON is based in Oakville, Ontario, and employs 1,000 people, including some of the world's leading engineers and scientists. www.zenonenv.com