

PRIORITIES FOR 2003-04 AND BEYOND

For Canada, building a 21st century economy means having an innovative, responsive and productive domestic economy, capable of exporting products second to none in the world. As a nation, we must also energetically engage in promoting international recognition of Canadian products and wider understanding of Canada's global advantage.

In December 2003, the Government of Canada announced the creation of a new Department for International Trade, a new Minister of State (New and Emerging Markets) and its intention to place greater emphasis on support for small business access to international markets. It also announced the creation of new Cabinet Committees on global affairs and on Canada-U.S. relations, as well as plans to undertake the development of an integrated international policy framework for diplomacy, defence, development and trade. Clearly, the effectiveness of these changes will hinge on coordinated efforts by ALL Canadian trade stakeholders.

As it has for the past six years, TCI will continue to make important contributions in this regard. TCI will continue to expand



its network and service offerings. It will intensify efforts to link trade development work with other Government of Canada efforts to attract international investment to Canada and foster Canadian innovation. A new priority will be providing advice on the integrated approach to trade, investment, innovation, and science and technology which will be undertaken in the U.S. through the **Enhanced Representation Initiative**. Internally, TCI will continue to strengthen its own performance measurement and information management systems.

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Mega Bloks Inc.

Mega Bloks Inc. is the world's second largest maker of educational construction toys. Based in Montreal, the company manufactures and exports a range of construction toys that feature its own interlocking plastic blocks. While 70 percent of its revenue comes from North America, Mega Bloks is steadily achieving success in international markets, with sales in over 100 countries. www.megabloks.com