

## 1.6 TEAM CANADA INC: OUR "VIRTUAL" TRADE PROMOTION AGENCY

*The 20 government members now on board to provide programs and services to Canada's exporter community are:*

Agriculture and Agri-Food Canada  
Atlantic Canada Opportunities Agency  
Canada Economic Development  
for Quebec Regions Agency  
Canada Mortgage and Housing Corporation  
Canadian Commercial Corporation  
Canadian Heritage  
Canadian International Development Agency  
Environment Canada  
Export Development Corporation  
Foreign Affairs and International Trade  
Human Resources Development Canada  
Indian and Northern Affairs Canada  
Industry Canada  
National Farm Products Council  
National Research Council of Canada  
Natural Resources Canada  
Revenue Canada  
Statistics Canada  
Transport Canada  
Western Economic Diversification Canada

The members of Team Canada Inc now offer a "single window" contact point to simplify business access to service. A key point of access is the national toll-free number (1-888-811-1119), established in February 1998. Callers are automatically connected to the Export Information operator at the local Canada Business Service Centre nearest to them, where they are provided with the appropriate information or referred to an appropriate TCI partner.

In addition, the *ExportSource* Internet site (<http://exportsource.gc.ca>) enables business clients to access helpful information through links to the federal TCI partners. (The site receives more than 13 000 hits a month from actual and prospective exporters.) Information available through this site includes market reports and a comprehensive listing of over 1 500 international trade fairs and promotional events. *ExportSource* is improving the site to include additional technical features and a number of new online products, such as A Step-by-Step Guide to Exporting, an Intellectual Property Guide, an Export Financing Guide, and an Interactive Exporter planner.

The day-to-day operation of this "virtual" trade promotion agency is directed by the TCI Management Board, which comprises the 20 federal department and agency members. In addition, the Team Canada Inc Advisory Board, which reports to the Minister for International Trade, ensures that the government has the benefit of private sector views and experience in its deliberations on international trade policy and international business development issues.

With guidance from both Boards and the Federal/Provincial IBD Task Force, TCI will continue to focus on consolidating the federal service network, marketing its single-window contact points to business, and working to involve provincial and territorial governments as more fully integrated working partners in the service network.