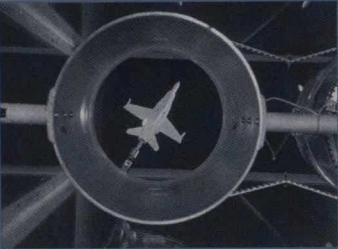


International Market Development (continued)

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

| Strategic Priority | Results in 2001-02 |
|--|--|
| <p>(continued)</p> <p>Help Canadian companies identify and pursue foreign market opportunities</p>  | <p>In support of the Industrial Regional Benefits program, Western Economic Diversification funded the production of the <i>2002 Western Canada Aerospace Capabilities Guide</i>, a tool to showcases western Canada aerospace capabilities to international buyers of aerospace products and services. Over 1,000 of the Guides were sent to foreign government offices, embassies, consulates, trade offices and multinational prime contractors.</p> <p>The Canadian Initiative for International Technology Transfer (CIITT), a \$2 million program led by Natural Resources Canada, was created to provide cost-shared support to Canadian businesses and non-government organizations for studies of the viability of exporting climate-change mitigating technology projects.</p> |
| <p>Help Canadian exporters promote their goods and services abroad through high profile foreign missions</p> | <p>In 2001-02, there were over 500 trade missions abroad involving over 6,000 participants. Among them were:</p> <ul style="list-style-type: none"> • A highly successful Team Canada Mission to Germany and Russia resulted in 133 new business deals worth \$583.6 million. • A Team Canada West mission to Dallas and Los Angeles resulted in 19 agreements valued at \$92.8 million. • A Team Canada Atlantic mission to Atlanta, Georgia attracted 67 participants and resulted in anticipated sales of over \$33.5 million over the next two years. |