

For further information regarding access to the *IBB* please refer to Annex V.

III. TRAINING

The Objective

Various studies have indicated that a banker or financial institution specialist is frequently an exporter's key source for questions relating to trade, and/or export finance. Thus, it was determined that greater collaboration between government and banks was considered vital to making information more readily available to exporting businesses.

In addition, there existed a need to better the understanding between the various providers of service to Canada's exporters of each others roles and competencies. This need for cross-training/communication would assist in identifying appropriate referrals when counselling exporting clients, thus raising the overall level of service.

The Process

The Canadian Bankers' Association (CBA) was asked to coordinate a training initiative which would raise awareness amongst bankers and other financial institutions in the area of trade and export finance as well as related government services and programs. As the Institute of Canadian Bankers (ICB) is responsible for training and education within the financial services industry, they were given the mandate by the CBA to meet the training objectives of the *Action Plan*. A number of consultations were held between the CBA, ICB, DFAIT, and EDC on how best to deliver the envisaged training.

The Result

The ICB has made an exemplary effort in a short time-frame towards responding to the challenge of the *Action Plan* by seeking and receiving endorsement from the Foreign Trade Committee of the CBA to roll-out a Canada-wide export and trade finance training seminar to a broad base of bankers.