

What's that?

MK: They have to make sure that they clearly explain the reasons why they are referring companies to the CBSC. They especially have to make companies understand that Canada has a range of services to help them prepare to export, and that in order to benefit fully from services abroad, they have to be prepared. As a general rule, posts simply refer unprepared companies to the CBSCs at 1-888-811-1119. For companies with a lot of potential in a given market, posts can suggest that the CBSCs play a more active role and contact the company directly. The CBSC will provide information to the companies, and will also put them in contact with experts who can provide further assistance. We hope that these companies will go back to the posts better prepared, and that they'll get results. Isn't that the whole idea?

For more information on the referral process of unprepared companies, consult the Intranet Horizons site under the heading "Post Support -- People" in the "Domestic Referral" section.

Sound Familiar?

One of your clients purchased a blister packaging machine from Canada in 1979. You have the vendor's name, but there's no street address. Your client urgently needs replacement parts for the machine. The vendor's phone and fax numbers are no longer connected.

the architect for possible business ventures.

Where can you get this information?

A fax is in your in-box requesting contact information for a company that manufactures a product under the brand name "FreshLok". The client is sure that the company is Canadian even though there is no other information available. You've looked in both the Canadian Trade Index and WIN Exports, but neither has a listing for this brand name.

What can you do?

A client has sent you a letter telling you about his recent trip to another country. While there, he visited a building that was designed by a Canadian architect. He does not know the architect's name, but has been told that a number of buildings in that city were designed by the same person. He would like to make contact with

Where else can you search?

Answers on Page 10

**NO
INTRANET
AT YOUR
POST ?
FRUSTRATED ? FED UP?**



The *Horizons* site is now available on the Internet through Mission.Net

Contact Andrée Cooligan to obtain the password.