

## WE'RE LISTENING: *A message from the Editor*

During recent months, we have met with more than 150 trade officers from posts to identify key concerns on operational issues and receive feedback on our initial TCS communications. These meetings took place while officers were at regional conferences or back in Canada for various events (Globe 94/PROC VIII/ExportVision). We also received many valuable suggestions from posts and individuals.

You told us:

- ✗ future communications should continue to be addressed individually but should be much shorter and concentrate on issues of direct and immediate concern to posts,
- ✗ guidelines should be realistic and sufficiently flexible to allow posts to adapt them as necessary to local conditions,
- ✗ officers from headquarters should visit posts to promote an understanding and acceptance of

the communications process and to obtain direct feedback.

We are following all these recommendations and thank you for them. Our goal is to ensure our messages are:

- ✓ Realistic
- ✓ Relevant
- ✓ Consistent
- ✓ Readable

Please continue to send us your suggestions since they really do help guide our work on your behalf.

**Mike Spencer**

PS Whenever you are passing through Ottawa, please drop by the Foreign Operations unit of TOO to bring us up to date on news from your post.

*Continued from page 1*

dozen participants drawn largely from the Canadian international business community, but also from academic and media circles.

A series of seven discussion papers were commissioned by the Department to provide focus for the conferences. With titles such as "Globalization: Threat or Opportunity for SMEs" and "Beijing, Boston, or Brussels: Improving the Effectiveness of the Canadian Trade Commissioner Service", the papers should stimulate lively and thoughtful discussion. Each regional conference will deal with

two or three of the papers, thereby providing dialogue on each paper reflecting Western, Central and Atlantic interests. To maintain the independence of the exercise, the discussion papers were prepared

*The TCS will be launching its second century with its best foot forward, incorporating the experience, knowledge and requirements of the business clientele*

by authors nominated by the CIBSs. Therefore, the views in the papers are those of the authors — they are not Departmental position papers.

The input of the Canadian

business community overseas is also sought in this project — sessions will be sponsored by foreign posts. The common themes and ideas raised in the mini-conferences in Canada and overseas will form the basis of follow-up sessions at the TCS National Conference in Toronto on October 3, 1994. The conferences, in addition to generating and exchanging ideas, will strengthen the links between DFAIT, the CIBSs and the private sector. The TCS will be launching its second century with its best foot forward, incorporating the experience, knowledge and requirements of its business clientele.