

TEAM CANADA — Quebec Region

By Michel Charland

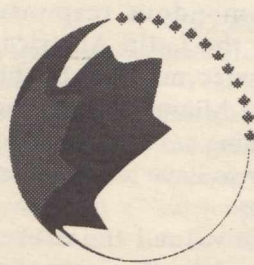
Under the partnership agreement signed among various federal departments active in the Quebec Region, the administration of certain components of the Program for Export Market Development (PEMD) has been assigned to the Federal Office of Regional Development - Quebec (FORD-Q).

This regional development agency already delivers several financial assistance programs to Quebec businesses. Its network of 13 offices allows clients very easy access.

A formal agreement was signed on May 18, 1994, between the Department of Foreign Affairs and International Trade, Industry Canada, and FORD-Q. It stipulated that officers of the Federal Office would now analyze requests for assistance related to the market development strategy and new exporter components, while reserving final decision on authorizing projects.

On November 16, 1995, an amendment to this agreement was signed among the same partners, delegating authority to the directors of FORD-Q to approve requests made in relation to these components, and to make payments for these projects.

The International Trade Centre (ITC) is still responsible for analyzing requests related to the Capital



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Project Submission component and, needless to say, continues to manage the program budget. It must ensure that the integrity of the program is always respected.

The key objective in delegating this authority is to improve program delivery by increasing the number of resources allocated and by multiplying the number of points of entry for clients.

This agreement also allows better follow-up of individual requests by getting closer to clients and allowing FORD-Q officers to establish direct contact with Canadian exporters.

ITC officials in Montreal ensure the integrity of PEMD by means of a twice-yearly audit of program administration and consistency in decision making in consulting all partners.

This partnership is in line with Team Canada and constitutes an important step in integrating services and resources allocated for exporters in the Quebec Region. We rely on your continued support for the efforts of FORD-Q representatives to make PEMD a successful program.

Michel Charland is a member of the International Trade Centre in Montreal.

Where to from here? *By Durban Morrow*

Program review, business re-engineering, downsizing, rightsizing, service standards, and quality service initiatives will lead to a renewed set of federal programs and quality services that will be delivered within the resources Canada can afford.

As part of this transformation process, the emphasis of government is on delivering quality service through a client-centred approach. Services will be provided in a timely manner; information

will be reliable; staff will be responsive to the clients, courteous, and will ensure that clients have recourse to corrective action; that services are accessible to the public and at a cost that the taxpayer is willing to pay for.

In the private sector, providing high-quality service is a way to increase profits. By meeting client needs and exceeding their expectations, organizations hope to maintain client loyalty and benefit from repeat business. In the public sec-

tor, providing high-quality service is essential to establishing trust and confidence in government institutions, and to maintaining the social and economic well-being of the country. Doing things right the first time, avoiding duplication and tailoring services to meet client needs can reduce the cost of government, which is a priority in light of Canada's fiscal situation.

Durban Morrow is a member of the Trade Development Operations Division (TOO).