

IBOC - Electronic Service Delivery and Enhancements

– Helping you find interested and capable Canadian exporters

by Steve Guertin

In this issue, we explore electronic services and enhancements that complement IBOC's unique and personalized sourcing approach of contacting Canadian companies directly when disseminating solid business leads.

In today's information age, it has become essential for organizations to provide online services for their clients. Companies striving for competitive advantages carve out niches for themselves with the aid of information and intelligence from electronic resources. IBOC has recognized and grasped this way of doing business as an opportunity to expand our services. We now have new innovations and e-service enhancements targeted to the Trade Commissioner Service and Canadian exporters. Three specific achievements and ongoing exercises highlight the work we have undertaken:

- **The IBOC Web site - www.iboc.gc.ca**

This site provides easily accessible information about the Centre and its mandate, testimonials from clients, frequently asked questions, partners and links pages, as well as feedback and voice and video information packages. The focal points of the site are two recent electronic endeavours - IBOC Web-Leads® and E-Leads®.

Web-Leads® refers to a selection of trade opportunities received by IBOC from missions abroad that are posted to the Web site for public consumption.

E-Leads® refers to an electronic leads system where international business opportunities are delivered from trade officers to IBOC to the desktops of Canadian companies. Companies are invited to subscribe free of charge to the Centre's electronic leads service by completing a profile, which captures export activity preferences by products, services and priority markets.

- **IBOC's TCS Intranet Site <http://ibocintranet>**

This site is tailored to the sourcing needs of the TCS. Visitors can tap into our

extensive Canadian business and trade-related links, as well as view IBOC user mission profiles and statistics. The site's feature attraction is a web-based version of the IBOC Sourcing Request Form.

- **On-site Sourcing**

IBOC will continue to provide live, on-site sourcing at large trade shows and other prominent events. This will provide foreign buyer delegations and trade commissioners attending the event with access to the Centre's electronic and personalized services. IBOC officers will identify Canadian suppliers capable of meeting foreign buyers' needs for goods and services. The Centre has designed a remote system that enables IBOC officers to access major sourcing tools on-line and on-site. This sourcing pilot project, initiated at Construct Canada December 1999, proved to be a success and was also implemented at Globe 2000 in Vancouver.

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