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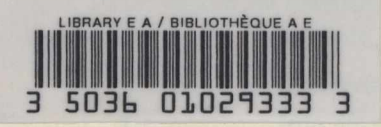
TCS INTERNATIONAL

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TCS International is a quarterly newsletter for members of the Trade Commissioner Service (TCS). Its purpose is to facilitate discussion of matters of common interest and concern among members. Please send your contributions and comments to the TCS divisional e-mailbox, or facsimile at (613) 996-1225. The newsletter is also available on the Intranet at <http://folio.lbp/tcs-sdc/tcs.htm>.

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Team Canada Inc: An Interview with Kathryn McCallion

By Andrée Cooligan

Kathryn McCallion is the Chief Trade Commissioner.

Q What were some of the steps leading up to the Minister's announcement of Team Canada Inc?

A The basic background to this is the need or desire of almost all trade ministers to identify trade resources, and to organize them in the best possible way to deliver services to the private sector. In fact, the previous trade minister, Minister Eggleton, took a hard look at some of the work done in Australia and New Zealand in considering the establishment of a separate trade agency for Canada. When Minister Marchi arrived, we had several meetings and discussions with him on the same subject and realized that it could take three to five years to reorganize government, during which time services to the business community would be diminished, not enhanced. Rather than devote time and resources to reorganization, Minister Marchi decided to build on the existing relationships and to create a "network" or a "virtual trade agency."

Team Canada Inc is the network of services provided to the private sector by the three founding members:

Agriculture and Agri-food Canada, Industry Canada and the Department of Foreign Affairs and International Trade (DFAIT). We are expanding the network and deepening it month by month, linking existing services and adding new ones, such as DFAIT's new SME Export Division.

Q What's the difference between "Team Canada: The Trade Mission"; "Team Canada: The Domestic Partnership"; and "Team Canada Inc"?

A First of all, all three are part of an integrated approach to promote trade with the private sector. "Team Canada: The Trade Mission" is the initiative owned by the Prime Minister. Mr. Chrétien leads high-profile trade missions to targeted markets with provincial premiers, federal ministers and Canada's top business people. Team Canada missions have a lot of recognition in the business community, and have been very successful as a model.

"Team Canada: The Domestic Partnership" is the relationship formed a couple of years ago to develop a team approach in Canada for the promotion

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