



Deputy Minister Louis Lévesque (at microphone on right) speaks to regional participants during the first ITM webinar on November 25. At the table are moderator André-Marc Lanteigne, Simon-Pierre Rhéaume, Marie-Louise Hannan and Grant Manuge.

was—much more so than a conference call!” Another applauded this “move in the right direction for communicating senior management’s views on a range of issues.”

The ITM webinars will continue to be offered to Trade employees around the world, according to Grant Manuge, Director General of Trade Commissioner Service Operations. “They will be a valuable tool to help the Trade network branch out to the rest of the department to work together effectively,” he says. Regional assistant deputy ministers are hosting the remaining webinars in the series, he explains, “covering a wide range of topics that support ITM implementation.” Recordings of sessions are available on the intranet in English and French.

Through this technology, DFAIT is able to spread the word about ITM in an interactive and engaging way. Next time Trade staff are asked to explain integrative trade, everyone should be able to answer: *Yes, I live and breathe integrative trade!*

Simon-Pierre Rhéaume is a trade commissioner in the Trade Commissioner Service Renewal Division.

“Our main resource is our employees’ talent and time, and we have to ensure that we use this resource where it adds the most value.”

—Louis Lévesque,
Deputy Minister of International Trade

New Minister of International Trade

Since being named Minister of International Trade on January 19, the Honourable Peter Van Loan has finalized an agreement on Buy American and has led an ambitious program to promote Canada to foreign investors during the 2010 Winter Games in Vancouver, part of the department’s Global Business Leaders Initiative. With trade playing a key role in supporting Canada’s economic recovery, Minister Van Loan will focus his efforts on promoting the free movement of goods, services and people.

Minister Van Loan holds several degrees, including a law degree from Osgoode Hall Law School. He served as Minister of Public Safety prior to his appointment at DFAIT. For more information, read Minister Van Loan’s biography on DFAIT’s website.

INTERVIEWED: Deputy Minister Peter Van Loan

