

## Team Canada at Work — Continued from page 23

mission. New this year is the formation of a network of alumni in order to create a dialogue between former, current and new participants on the role and usefulness of trade missions.

"The small and medium-sized businesses that took part in the mission are an inspiration for other small businesses to get into the global market. And there's now an infrastructure — at the federal, provincial and municipal levels — to support them," says Rishchynski.

That infrastructure extends right around the world, wherever there are Canadian embassies and trade commissioners to assist Canadian exporters. Trade commissioners continue to be a valuable resource in providing business leads, distributing information and giving support. "In the wake of the Team Canada 1997 mission, embassy representatives will start discovering that their list of local contacts has been expanded. Everything they do in the next year will hook back to the Team Canada mission," explains Rishchynski.

### GO-Team following up on opportunities

The Department of Foreign Affairs and International Trade is making doubly sure that opportunities spawned by Team Canada missions and free trade agreements are not lost. As part of a new departmental initiative — the Global Opportunities Response Team (GO-Team) — trade commissioners are being posted for short assignments in priority markets in order to be able to quickly assess and respond to

emerging business opportunities for Canadian companies abroad.

Three members of the GO-Team have been assigned to the Philippines, Thailand and Korea to maximize the benefits of the numerous opportunities generated by Team Canada 1997.

### Team Canada — a process

Rishchynski stresses that Team Canada is not just a series of events but a process: "It starts when a firm decides to get into the international market and has the financial capability to sustain it."

Team Canada is an invitation to experienced exporters and newcomers alike to board the plane of opportunity that is travelling to all parts of the world. It is supported by a ground crew of dedicated civil servants, trade commissioners, and other government representatives, both at home and abroad. The "Export Services Key to Success" article on pages 22-23 tells you how this team can assist you to board an international flight to future success.

Fax your request to become part of the Team Canada database to: (613) 996-3406



Team Canada • Équipe Canada

Info  
Centre

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