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VOLUME 7, NO. 4

October 2000

 THE CANADIAN  
TRADE COMMISSIONER  
SERVICE

*international*

*The quarterly  
newsletter for  
employees  
of the Trade  
Commissioner  
Service.*

# The New Approach in the New Millennium

Dept. of External Affairs  
Min. des Affaires extérieures

NOV 1 2000



**W**hat has changed since we began the New Approach journey together? Three years ago, we had not yet achieved a consensus with our clients on what core services they deemed essential. We struggled to be all things to all people.

We did not have regular client and employee surveys to collect feedback to which we could respond with positive actions. Posts had not had their specific performance assessed annually by third party professionals in telephone interviews with clients. The Auditor General was on our case.

There was no Post Support Unit or Horizons Intranet site to guide you. There was no toll-free Client Feedback Line to collect complaints, compliments and

suggestions. There was no Business Mission Agreement. We did not have tools allowing staff at posts to refer clients to local service providers for additional services.

InfoExport had not been revamped as an electronic service delivery vehicle. The TCS brand image had not been marketed across Canada, let alone through ministerial outreach with visiting trade commissioners.

All that changed with the introduction of the New Approach.

### So what's next?

The best is yet to come. In 2001-2002, we will be focussing on e-services and people at posts. We will continue to sustain ongoing improvements, building

*continued on page 2*

## CONTENTS

New Approach . . . . .	1
Making the Match . . . . .	2
<i>People@Post</i>	
Marie-Louise Hannan . . . . .	3
Katie Blanco and Charlotte Hutson . . . . .	4
<i>Horizons</i>	
Partner-Clients . . . . .	6
Global Enquiries . . . . .	13
<i>Best Practice</i>	
Trade Shows . . . . .	8
Virtual Mission . . . . .	9
<i>Team Canada Inc</i>	
Roadmap to Exporting . . . . .	10
<i>T-Branching Out</i>	
Client Survey . . . . .	11
IFIs . . . . .	12
<i>Tools</i>	
Shortcuts . . . . .	12
Micro Missions . . . . .	14
Dilbert! . . . . .	14
Post Hit Parade . . . . .	12

**50,000 clients  
can't be wrong!**  
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