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TRADE COMMISSIONER

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FUTURE ISSUES:

Trade Commissioner includes a feature called "Letters from Your Colleagues". This section showcases your comments and suggestions on matters of common interest. Please send concise texts in letter format. Suitable letters will be published on a first come, first served basis. You may send your letters to TOO by whatever method is the most convenient: e.g. E-Mail, Fax: (613) 996-8688 or WP diskette.

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*We will continue to
publish quarterly.*

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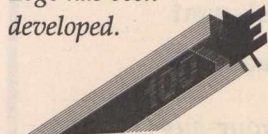
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HAPPY BIRTHDAY!

To mark the
Centenary of the Trade
Commissioner Service
and to draw attention
to events during the
year, a variation of
the Export "Flying E"
Logo has been
developed.



THE TCS OF THE FUTURE

*Independent
Discussions*

By Deirdre Kent

As part of TCS Centenary activities, the views of the Canadian business community are being sought to identify the trends and issues affecting the Service in its second century.

Since Canada's first Trade Commissioner, John Short Larke, began promoting Canadian interests in Australia one hundred years ago, the Trade Commissioner Service (TCS) has continually evolved to meet the changing needs of its business clientele. Recognizing that Canadian international business practitioners are well placed to define their requirements for the Service in the future, the Department is gathering their independent opinions in a

TCS Centenary project.

The project, titled "Launching the Second Century", aims to identify the issues and trends that could affect the Service in its second century. It will involve a series of one-day cross-Canada, mini-consultation conferences, scheduled in the early summer, which will act as fora for debate and discussion.

The individual conferences are sponsored and organized by the local Centres for International Business Studies (CIBS), with the active support of the regional International Trade Centres. Each conference will consist of approximately two

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Dept. of External Affairs
Min. des Affaires extérieures

AUG 31 1994

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TCS CENTENARY CONFERENCE

The Trade Commissioner Service (TCS) will stage a national conference on Monday, October 3 in Toronto under the theme "TCS - The Second Century" to mark its Centenary this year. The day-long conference, to be held at the Inn on the Park, will be open to anyone interested in the TCS and is expected to include representatives of Canadian business, academia, and the media, and current and retired trade officers.

Plenary and concurrent sessions at the conference will examine trends and issues facing the Service as it begins its second century. The day will include a special luncheon at which Minister MacLaren is scheduled to speak.

Trade Commissioners and commercial officers who may be visiting Toronto at that time and who are interested in participating should advise Gisèle Laframboise (TOO) by telephone at (613) 996-8099 or by fax at (613) 996-8688 as soon as possible.