

The Trade commissioners' role is evolving to serve Canada's international business interests in this new era. Trade commissioners link Canadian exporters with foreign buyers, manage and arrange trade fairs, and tackle market access issues. This results in improved sales, strategic alliances, more foreign investment, technology transfers and better market intelligence -- all of which lead to job creation in Canada.

Above all, the TCS will continue to strive for excellence as it looks forward to another century of service to Canada and to Canadian exporters.

In order to renew itself, the TCS is committed to:

- becoming an agent of change
- reaffirming that business is its prime client
- receiving more exposure to the business community
- building a closer working relationship with other agencies (EDC) and the provinces to enhance a "Team Canada" approach.

The network of trade commissioners in Canada and around the world is