

A message from the Editor

Dear Reader,

I recently participated in this year's foreign service recruitment process. Five of us spent three weeks interviewing 51 candidates across western Canada. There were four such teams in Canada as well as others in Tokyo and London. All in all, about 3000 people applied and completed the initial written exam. This was down from a much higher figure in previous years, because this year applications were only accepted from people with advanced managerial, law or economics degrees and those who speak "difficult languages". The initial 3000 were boiled down to about 250 very talented people who were interviewed - some of whom may actually be offered a job (at \$32 900 per year).

I mention this simply to remind you that there are lots of good people out there who are after our jobs! So, in this issue, we've communicated recent changes that are

intended to help us all do our job better.

The articles offer tips on event reporting and in assisting the services exporter. New developments in software promise to help you help the client. You will marvel at the innovations that have spawned with changes in policy. More generally, the new fiscal year brings numerous initiatives: the Department is now involved in implementing the recommendations and directives flowing from the "Program Review", the Foreign Policy Review, the "Red Wilson" committee, and the Budget.

As with most things, to receive is to give something in return. After reading this issue, please help us (TP staff) do our job better. We've inserted a short survey to gather input from you, our readers, to make **The Trade Post** everything you want it to be.

Rick Mann, Editor-in-Chief

'RED' WILSON REVISITED

By Larry
Duffield

Since the "Red" Wilson Report (the International Business Development Review - IBDR) was submitted to MINT on September 30, 1994, (*The Trade Post* Vol. 2, No. 1, January 1995) the Department has assessed its recommendations and developed an implementation strategy.

We should view the Wilson Report in the context of three major factors: the government's *Program Review*, the recently released *Foreign Policy Review Statement*, and the *Budget*. As we go to press, the Budget's international trade implications remain unforeseen.

The *Foreign Policy Review's* first key objective is "the promotion of prosperity and employment." It also acknowledges the benefits it derived from Wilson's committee of 12 exporters who "... focussed on ensuring that the Government's support both meets the needs of Canadian business and is delivered efficiently and effectively."

A caveat affecting the recommendations, and acknowledged by the Wilson Committee, is that a number of its recommendations involve shared mandates and responsibilities with others such as the Department of Finance, CIDA, and the provinces.

Change will happen first in areas within MINT's Terms of Reference, which include changes to strengthen the Trade

Commissioner Service and the management of international business development programs and services.

Responsibilities have been delegated to ensure implementation. These include more training (already begun in Asia-Pacific and the USA) and more interchanges and secondments. Program changes, most of them starting in FY 95/96, will include HQ administrative cost reductions, changes in PEMD to refocus its resources on SMEs, cost recovery for trade fairs and missions, consolidation of program funds (see p. 4), and a modest expansion of PIPP to key markets in Latin America and Asia Pacific.

Discussions leading to change have been initiated with our partners in one-stop shopping, collocation, filtering-in, resource management, and the International Trade Business Plan. The focus on coordination and reducing duplication continues via intensive top-down efforts such as a "trade development" memo to Cabinet in April.

One recommendation, known as the "filtering-in" of new exporters, will impact posts' traditional way of doing business. Pursuant to the Wilson Report, an ITAC task force on exporter advocacy presented a multi-step proposal to MINT. Posts will be provided with a referral system for en-

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