

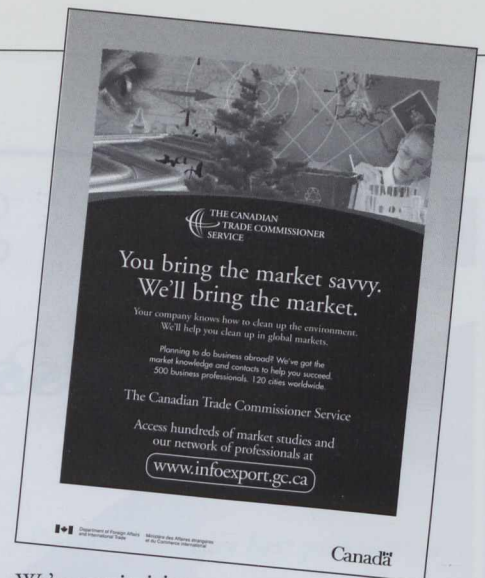
## Have you seen yourself lately?

The Marketing and E-Services Section was created in response to the need — expressed by many posts — to enlarge our client base and to raise the profile of the Trade Commissioner Service, particularly in Canada. Over the last year or so, the TCS has implemented important changes in the way it does business abroad. This renewed TCS has been well received by the Canadian business community. We now want to ensure that more clients know about us and that they learn how to use our services abroad.

There are two ad campaigns. The first campaign is targeted at your clients: Canadian businesses that have researched and selected their markets. The ads tell them that you offer six core services to help them succeed in their target market.

The second campaign is targeted at Canadian marketing executives in priority sectors. We're telling them about your sectoral knowledge. The first ad in this campaign appeared in *Environmental Science and Engineering*.

We're also involved in other initiatives to raise awareness and promote you within the Canadian business community. We're working closely with individual Trade Branch divisions to identify initiatives and actively contribute to and support their implementation. You've seen the two-page spread in every issue of *CanadExport*, a collaborative effort with TCM. We're doing cross-marketing with Canadian industry associations and the Trade Team Canada Sectors. For example, we're exchanging articles and ads in our respective newsletters.



We're maximizing the impact of the Trade Commissioner Service presence at trade events in Canada, like Construct Canada and Globe 2000.

We're also raising awareness within the foreign business community. For example, you've recently received the full-colour poster for your trade office waiting room.

And then there's the e-services component. We're dedicated to ensuring quality delivery of e-services by the Trade Commissioner Service. We are now your single point of contact for document conversion and upload, and for any modifications to your page on InfoExport. We also maintain the Horizons Intranet site.

And finally, we want to improve communications between you and Headquarters. One way is by producing this newsletter. Another is by working closely with the Post Support Unit to ensure that you have access to the policies, guidelines, best practices and job-aid tools that you need to deliver your services.

We're telling everyone about you. In our ads. And posters. And trade show material. And brochures. And flyers. And Web site. And articles.

So, have you seen yourself lately? You look pretty good!

