

There are many changes taking place at the Science and Technology Division (TBR).

International S&T is now on the government's radar screen. The Speech from the Throne calls for more international R&D collaboration and the government has struck an expert panel to review Canada's role in international S&T.

DFAIT has made a considerable investment in supporting a unique network of S&T counsellors and officers with technology development responsibilities at key missions abroad. We are working to reinvigorate our S&T activities to take full advantage of this investment.

In February, members of our S&T Program, working both at DFAIT headquarters and at missions abroad, met to share in the S&T Program revitalization process.

In broad terms, the objectives of the program are to strengthen Canada's S&T capacity by providing S&T intelligence, and promote international business development by facilitating Canada's participation in international R&D.

The restructuring will ensure our leadership in international S&T by:

- being clear about what services are offered;
- ensuring greater consistency in the delivery of S&T services;
- achieving client acknowledged relevance and value for the network of our S&T and TCS officers at missions abroad;
- focussing on servicing Canadian R&D businesses and organizations.

Making the Match

Korea and
IBOC
International Business
Opportunities Centre 

The **International Business Opportunities Centre (IBOC)** works with Canada's trade commissioners around the world to match Canadian companies with business opportunities worldwide. Here's an example of what this teamwork can accomplish:

The Company Andrés Wines Limited of Grimsby, Ontario, is a globally recognized producer and marketer of fine wines, including VQA icewine. The award-winning wines are exported worldwide via distributors, importers and other strategic alliances. For more information on the company and their products, contact Mr. Murray Marshall, General Manager Export Sales and Specialty Markets, at (905) 333-2727 or e-mail: export.sales@andreswines.com.

The Customer Daejoo Trading Co. in Seoul, Korea

The Matchmakers Ok-Jin Cho of the Canadian Embassy in Seoul, Korea, was approached by the Daejoo Trading Co. for Canadian producers and suppliers of icewine. Ms. Cho contacted IBOC and Sourcing Officer Judy Gaw, an agricultural specialist, contacted Andrés Wines Limited.

The Deal Peller Estates Founder Series VQA Vidal Icewine valued at \$103,000.

The Quote "Introducing our premium wines and icewines into new international markets is extremely important to Andrés Wines," commented Mr. Marshall. "By capitalizing on the business opportunity provided by IBOC, our company was able to continue our expansion into Pacific Rim and Asian countries, and meet the growing interest in specialty wines in this key target market."

"The New Approach is succeeding in delivering more business like, results-oriented core services to identified business clients. The Alliance of Manufacturers and Exporters is among those who have watched our progress and who recently endorsed this positive change. I personally support the New Approach."

The Honourable Pierre S. Pettigrew,
Minister of International Trade
February 2000