

Have you heard? We're talking about you!

We told Canadian trade associations about you

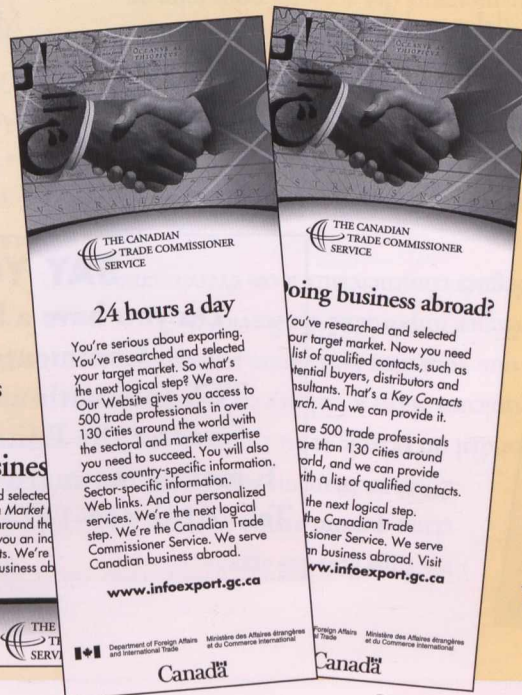


L. to R. Roger Ferland, Director-General of Overseas Programs and Services, the Hon. Pierre S. Pettigrew, Minister for International Trade and Anna Biolic, Director of TCM.

This spring, delegates from Canadian trade associations met in Ottawa for the second annual National Associations Symposium on Exporting. Organized by the Market Support Division (TCM), the symposium provided a valuable forum for the associations to exchange ideas on how to assist their members in their trade development activities. The accompanying InfoFair allowed delegates to learn about the Department's range of export services. The Hon. Pierre S. Pettigrew, Minister for International Trade, was the keynote speaker. He challenged associations to provide more information about their industry to trade officers, and to encourage their members to make more use of the TCS.

These little ads say a lot about you

These little ads were produced by the Marketing and E-Services Section of the Overseas Operations



Division. You'll be seeing them in many Canadian trade association newsletters in the coming months. Through them, association members will be learning more about you and the services you have to offer.

The Minister went around the country talking about you

In eight Canadian cities, Mr. Pettigrew talked to Canadian business people about you. The Minister encouraged companies to ask for the six core services you offer. Trade commissioners from 17 posts participated in seminars on exporting. They were: Stéphanie Allard from Bogota, Claude Fontaine from Sao Paulo, Randy Harwood from Santiago, Marcel Lebleu from Buenos Aires, Roland Goulet from Mexico, Gib McEwen from Budapest, Alan Minz from London, John McNab from Paris, Norbert Kalisch from Berlin, Louis Poisson from Madrid, Khawar Nasim from Rome, Wayne Robinson from Minneapolis, Marc-André Brault from Atlanta, André LeBlanc from New York, Scott Flukinger from Dallas, Catherine Boucher from Boston and John Lang from Detroit. John Gero, Chief Trade Commissioner, and Roger Ferland, Director-General of Overseas Programs and Services, also accompanied the Minister as he talked trade to Canadians.

This Profit Magazine article says a great deal about you

"Canada's Secret Service." That's how Profit Magazine described you, in its April 2000 issue, to its 100,000 readers. David Mulrone in Taipei, Jan Scazighino in Shanghai, Simon Smith and George Edwards in London and Cadia Maestri in Sydney were interviewed by the magazine, as were some of their clients. If you haven't had a chance to read it yet, you can find it on-line at <http://www.profitguide.com/magazine/b1-0400.html>