

B-M - "A GLOBAL PARTNER"/cont'd

- o B-M's lead office would be Ottawa, backed up closely by Toronto, Vancouver, Montreal. A single phone call or fax to B-M Ottawa would activate the global network.
- o The B-M executives who would comprise your team in Canada combine direct and extensive experience in managing and implementing multi-national campaigns, working in an international context with specific knowledge of Free Trade issues, investment and the practicalities of representing Canada's interests overseas. They also know how to access expertise in other B-M offices through experience and personal contacts.