



TCS/PSU is the one instance when the PSU comes from “behind the scenes” to guide companies in their export market development efforts by referring them to appropriate domestic sources for services. The PSU is a departmental, in-house support unit for trade officers and as such does not normally contact Canadian companies in response to their requests or dealings with posts.

What does the Post Support Unit do once I inform them of a suspected global enquiry?

Here are the steps that the PSU takes when notified of a suspected global enquiry:

1. The enquiry is logged into the PSU tracking system. PSU alerts all posts to a suspected global enquiry by placing tracking notes in the WIN CMS, which normally includes advice to posts on how to respond.
2. The situation is monitored to determine whether the enquiry is global by tracking the number of posts that report the enquiry and the number of geographic regions the company has targetted.
3. If the enquiry is an **Unconfirmed Global Enquiry**, the PSU advises all posts and updates/removes the tracking note in the WIN CMS.
4. If the enquiry is a **Confirmed Global Enquiry**, the PSU responds to the company on behalf of all posts.
5. The PSU advises all posts of the action taken and updates the tracking note in the WIN CMS.

How does the PSU respond to the company?

Generally the PSU does not contact the company directly by telephone nor does it provide the company with the information they requested from posts. The PSU sends a standard letter, which is an overview of the New Approach of the Canadian Trade Commissioner Service and outlines the services that companies can expect to receive from our offices abroad. Companies are encouraged to do most of their research domestically and to target specific markets. They are also directed to domestic sources for assistance. These include: the Team Canada Inc 1-888 number, ExportSource, InfoExport, and the FaxLink number. Depending on the situation, the company may be referred to other resources such as the Canada Business Service Centres (CBSCs) or the International Trade Centres (ITCs).



Compliments

If you receive a letter complimenting you for the work you have done for a company, don't be shy! Remember to send a copy to the PSU.