

Directives sur le système de suivi
des résultats commerciaux

Trade Tracking System Guidelines

Some concern has been expressed about the use of confidential information provided in Business Influenced Reports submitted by posts as part of their quarterly report. The general policy is that the relevant bureau is asked for its concurrence before any particular Business Influenced information is included among "Highlights". In any particular case where a post might have asked to approve the release of especially sensitive information, such requests are carefully followed.

While it is important to include all business within a quarterly report, only those items in which a post has played a meaningful role will be used among "Highlights".

Additional effort is needed, particularly among larger trade development posts, to provide a level of "Business Influenced" reports commensurate with their resources. The present format of this report does not feature the quantity of Business Influenced reports of individual posts, nor their cumulative values. However, it is thought that such a review would more vividly reflect the variety and magnitude of post's relationship with the business community and may be incorporated into future reports.

Posts should continue to submit the list of names of Canadian business visitors as such information can be used to update Departmental data on exporters and serve as a reference for project recruitment.