

of Canadian firms are directly involved in exporting while more than 60 per cent of all exports are made by just 100 firms. Yet many have the potential to increase sales and production through exports.)

Trade commissioners are increasingly called upon to facilitate market access. They not only advocate Canada's position on commercial and economic issues to local officials but they also advise clients on trade policy instruments such as dispute settlement mechanisms. This is an interesting echo of John Larke's efforts a century ago to obtain preferential access for Canadian products to Australian markets.

The primary client of the TCS is the business community so special emphasis will be given to this function. The Government is also committed to helping SMEs expand their share of exports. Trade commissioners will be undergoing training to gain a better appreciation of the special needs of SMEs and how these needs can be addressed effectively.

The TCS Into the Next Century