

## A message from the Editor

Hello Again Gentle Readers,

It's hard to believe as I write this when the temperature is -17 Celsius that you will be reading it in the balcony breezes of early summer. By that time the fact that Team Canada for International Business Development was highlighted in the Speech from the Throne (or the SFT as the locals call it!) will be old hat. However, right now it looks like welcome validation of the change process in which we are all caught up. CIBS, Regional Trade Teams, Surveys, Training, Service Standards, MI/I, IBOC, Client Focus... It could sound like just another series of acronyms but they fit together and they're taking us in the right direction.

So, we have lots of information articles for you in this issue: the training initiative, the impact of Red Wilson's recommendations (see *Trade Post*, Vol. 2, No. 2 April 1995) in Europe; Team Canada's initiative in Quebec, and

CIBS and Trade Planning updates. Another service standard insert for you, too.

Posting season will soon be upon us with its excitement, briefing, training, and its stimulus that keeps us all interested. If you are in town during June, we will be holding our semi-annual TCS barbecue. Good chance to catch up with old friends (Have you heard who's going to Saudi? or Tokyo? or...).

We want to hear from you! Trade Post needs your involvement, your input! We want to provide you with an informal forum to exchange ideas, so we welcome all articles and suggestions for articles you may have, especially about best practices at post. Please forward your comments to TOO via e-mail or facsimile at (613) 996-8688. Remember this is your newsletter!

*Rick Mann, Editor-in-Chief*

## The New CIBS on the Block *By Jennifer Rosebrugh*

WHAT GOVERNMENT OF CANADA EXERCISE:

- is one of the most ambitious undertakings ever launched by the federal and provincial governments, in collaboration with the private sector?
- is built on the foundation of the Trade Commissioner Service?
- experienced a strictly on-demand distribution of 132,000 copies of its report last year?
- was a finalist in the private sector's "Technology in Government" award in the Building Partnerships category?
- was identified as so key to Canada's economic well being that it topped the list of recommendations in last summer's Cabinet memorandum on international business development (IBD) (*Trade Post*, Vol. 2, No. 4 - October 1995)?

Those who laboured over its production, will be glad to know that their efforts were not in vain! Renamed, redesigned, and rolled off the presses and on to the "Net" February 29, Canada's International Business Strategy 1996/7 (formerly the International Business Plan) has enjoyed no small degree of private sector support. An ambitious blueprint of whose doing what, where and when, the CIBS is Team

Canada's commitment to make government planning more open to private sector input, and ensure that resources are directed to where they can genuinely make a difference.

The planning for 1997/8 CIBS is now underway, with several changes of major significance to the TCS:

**1.** Participation by the 21 OGDs involved in IBD is no longer voluntary — all federal departments and agencies with IBD activities are obligated to subject their proposals to the vetting of their public and private sector peers. And, all of the provinces and territories have committed to bring their IBD initiatives into the CIBS. Only those project proposals which are consistent with the strategies, and have the support of Team Canada partners will be implemented.

**2.** Responsibilities for crafting the sectoral strategies, approving activities, monitoring their implementation, and reporting on the results to Deputies will lie with newly created "National Sector Teams" (NSTs) — which include in their membership posts, OGDs, provinces and the private sector.

**3.** The CIBS will not longer be a static, snap shot report. Team Canada partners have collaborated

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