

## Canadian Businesspersons — from page 4

itinerary, provide me with a high level of comfort. As a Canadian businessperson in a foreign country, I don't feel so alone. They're on-hand and eager to help."

For Hall & Stavert Ltd., a designer and manufacturer of marine propellers, the TCS helped them to establish a presence in the lucrative U.S. market. "We turned to our local International Trade Centre for advice. We were encouraged to try marketing through national stand displays, organized by the Trade Commissioner Service at major trade shows in Chicago, New Orleans, Miami and Fort Lauderdale," said Bill Stavert, Hall & Stavert's Vice-President. "As a result of this support from the TCS, we have developed a good U.S. market share."

Proceco Industrial Machinery Ltd. of Montreal also experienced positive feedback from potential overseas clients, thanks to the TCS, says Helmut Schauer, Proceco's President. "The TCS assisted us in contacting high-level officials of prospective customers in the railway and aviation markets in Australia and Korea, in identifying market opportunities through trade fairs and missions abroad, and in finding suitable firms to act as our agents in foreign markets," he said. "First and foremost, the value of the TCS for us is the prestige that comes with such endorsement by the Canadian government."

### Bigger markets, smaller world

Like John Larke, today's trade commissioners work to expand market borders for Canadian goods and services, but in greatly differ-

## Trade Commissioner Vignette

"... NO OPPORTUNITY IS TOO SMALL to warrant attention. It all provides jobs at home. The challenge ... is to find the impossible.

"You always set your expectations a little higher than you're likely to receive. In Bolivia, I managed to find a market for Canadian toilet paper and a department store was interested in importing NHL table hockey games. In every post you can have some triumphs, even small ones."

(Anthony Eytan, Chairman, Canadian International Trade Tribunal)

ent circumstances.

High technology and the building of the information super-highway mean that information can be instantly transmitted from almost every nook and cranny of the world. "In Larke's time, a letter would take more than six weeks to reach its destination, but the information would still be valid," said Allen Kilpatrick. "Now data is transmitted in nanoseconds via fibre optic cable, and can be considered old news in less than a day. This means the Trade Commissioner Service, in order to justify its existence, has to monitor situations constantly and immediately seize opportunities as they arise."

Spar's Swift says he is always impressed with how fast the Trade Commissioner Service responds when he calls. "Within a few days of my letter, I'll get a long-distance phone call or a fax from a trade commissioner who gives me details on the market, contact names and other pertinent information," he said. "They also help me find an appropriate export agent, if necessary, and start to set up meetings with key people. Often, I'll have someone in Ottawa and someone in the embassy abroad working on

my file. They provide me with one powerful marketing thrust. They really know their stuff."

### Trade has changed

In John Larke's time, trade was conducted in such products as lumber, carriage wheels, grain, cotton and rubber goods and woodworking machinery. Though many of these markets still exist today, the Trade Commissioner Service also promotes Canadian exports of microchips, telecommunications equipment, financial and legal services, and information technology.

One way of doing this is by holding trade fairs abroad. At Canada Expo '94, a trade show sponsored by DFAIT in Mexico City in March, more than 400 Canadian small and medium-sized companies participated, demonstrating their products and expertise to more than 35,000 businesspeople. In the first year alone, Cd\$100 million in sales are expected by Canada Expo's participants as a direct result of this trade show.

"Trade missions and shows sponsored by the federal government have helped us to identify foreign markets," said J. Stewart Mulvey,

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