

# A Farewell Message from John Treleaven

*John Treleaven served as Director General of the Trade Planning and Operations Bureau from 1992 to 1996.*

*Currently, he is heading up the Job Strategy Task Force at the Privy Council Office.*

*Here are some excerpts from a recent interview with John, by Linda Brazeau (TBO).*

## **...of the many changes in the Trade Commissioner Service (TCS) over the years...**

To me, the most critical point is the fact that we have remained routed in the minds of our clients exactly as the service was positioned 102 years ago. But, when you talk to any of our private sector clients, the message comes through loud and clear that they want a combination of early warnings about trade leads, market intelligence, investment leads and technology leads. We are in the business of creating networks and decision makers abroad, identifying opportunities, and assisting Canadian companies to actually take advantage of the opportunities available to them.

## **...a piece of advice for new officers joining the TCS...**

Good advice would be to enjoy yourself, it is a career for optimists. Most of the time, most of what

you are going to try to do for most companies and most governments will not work because the decision making is out of your hands. But when it works, it works beautifully. We have to take satisfaction every time a post sends a trade lead to IBOC, every time they provide a piece of tactical information, every time they provide an entry. This is critical.

## **...achievements while in the "Trade" branch...**

I don't think I have achieved for myself, but the group has achieved, I think, great accomplishments in the four years I have been privileged to work in the branch. I take most satisfaction in seeing a group of people having succeeded at things they didn't think they could. Whether it was IBOC, training programs around the world, establishing a presence for gathering and disseminating market reports, or publishing a service pledge, I have worked with a talented group of people.

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# Once a Trade Commissioner... Always a Trade Commissioner

By  
Jim Ganderton, Partner,  
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There is, or should be, two axioms in the Trade Commissioner Service. One is, that one of the hazards of being a Trade Commissioner (TC) is that you are very likely to leave your family scattered around the world, and the second is, that once you are a TC, you are forever a TC...in mind if not in pay cheque.

Perhaps there is a third one....that you can combine them and have a lot of fun. That has happened to me.

When I retired from the service, I resurrected my wife Florence's 1972 marketing company, Central Marketing Associates, and commenced to re-establish contacts with friends and business contacts which I had made around the world. We have now linked these contacts, which are at the front of the business world, into a loose network of contacts, or a "partnership" aimed at providing Canadian manufacturers

with on-the-ground assistance...sounds like a mini-TC service, doesn't it? Clearly, it is not, but it is complementary to the service and has proven to be a great asset to manufacturers. Our "client list" is now about 20 firms long.

In 1995, in preparation for our periodic journey half way around the world to visit with our daughter in New Zealand, we contacted a wide number of firms in Canada to see if there was anything which we could do for them while on the road. A little known fact of world travel in the Pacific is that all cheap flights go through Singapore, so our trip to the antipodes was planned to coincide with the Asian aerospace show in Singapore. The interest in our trip was high in that the alternative was an otherwise extremely expensive participation in an

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