

## Market Intelligence/Information (MI/I) Training

Directed by senior T-Branch management, during the winter/ spring of 1994 the Trade Information Systems Division (TPP) worked with an outside contractor and expert in international business to develop a client-focused seminar.

The present two-day MI/I seminar comprises focused lectures and experiential workshops on how best to meet the MI/I service needs of small and medium sized enterprises (SMEs). Using a combination of lectures, visual aids, discussions and group work, participants gain a better view of who their SME clients are and their MI/I needs. The seminar also focuses on the techniques and best practices for gathering, analyzing and disseminating MI/I to SMEs.

The seminar has been offered on more than 20 occasions to more than 250 DFAIT officers in the United States, Asia Pacific and at HQ. Most participants feel this is a "must have" seminar. The seminar is targeted towards the mid-career officer – from the trade, investment, technology, tourism and political/economic streams, both Canada based and locally engaged. However, officers at earlier stages of their careers and from other government departments have also benefited from this training. Indeed a version of this course has been adapted to the needs of Agriculture and Agrifood Canada business development officers.

*Implicitly, managers are teachers through the model they offer, the habits they cultivate, and the values they display. "Modelling" is in fact one of the most powerful forms of learning.*

*The survival of the department into the next century may well depend on our ability to deliver this improved level of service.*

**Al Kilpatrick** (to participants in the MI/I course.)

### "Assisting the Services Exporter" Training

*Canadian firms which export their services have very different information and program needs, compared to product exporters. The Services Industries and Transportation Division (TPS) has developed training modules to help trade officers in their work with this sector.*

*The delivery of the training modules is usually preceded by a needs analysis. Training options include customized courses or "off the shelf" two-day programs such as:*

**"Preparing to Assist the Services Exporter"**; usually offered in Ottawa 3-4 times per year since 1994; providing an introduction to working with services exporters using live case studies.

**"Assisting the Services Exporter In Canada"**; offered to trade officers across Canada and focussing on preparing companies to export and pinpoint priority markets.

**"Assisting the Services Exporter Abroad"**; offered in the field; usually clustering several posts; describes how to react to queries from services exporters and proactively plan trade promotion events to showcase Canadian expertise. This has been offered across the United States since 1992.

**"An Overview of Canada's Services Sector"** (one day); offered in conjunction with Industry Canada; specifically profiles Canada's top ten services sectors and their market intelligence needs.

*The pace of change at all levels compels all of us to continue to learn at all times. While at your post, set yourself some training objectives and promote training for your colleagues.*

*Promote training possibilities for locally engaged staff.*

**Gordon Smith**