

Canada Business Service Centres

CBSCs

Helping companies research and select their target markets

A Domestic Referral is Born.

In October, 1998 the Canada/Ontario Business Service Centre received a domestic referral request for follow-up with an Ontario company. The small medical consumables manufacturer wanted to expand into the U.S., and needed more detailed market information.

So what did the CBSC do?

Within a day, a CBSC officer had contacted the company, conducted an information needs analysis with the CEO – using the information provided by the Consulate – alerted her to ExportSource and other valuable Web sites, gave her a referral to an International Trade Centre officer for market counselling, and sent her a package of sector-specific information. The package included relevant publications, articles and reports on exporting medical products to the U.S.; lists of companies and distributors active in U.S. markets; and general information on maximizing trade show presence. At the end of the CBSC service, the officer sent an “Action Taken” report back to the Consulate. Result? One happy client becoming a more prepared exporter with the help of an integrated export services team.

How do the CBSCs know where to refer calls?

Each CBSC uses a skilful blend of high-tech tools and old-fashioned personal networks. The CBSCs’ database, called the Business Information System (BIS), lists over 1200 current federal government business programs, services and regulations, including

CBSCs AT WORK

A small company in the IT sector was seeking a list of American systems integrators and/or Internet telephony service providers. CBSC staff assessed the company’s business needs, then sent information on NEBS, ExportSource, WINExports, PEMD, and a CBSC Info-Guide on exporting. In addition, the CBSC officer sent several listings of system integrator companies, and firms dealing in telephony and broadband communications.

Our post in Minneapolis referred a potential exporter in the medical sector to a CBSC. Before referring the client to the International Trade Centre for further advice and counselling, the CBSC sent the company market studies and articles specific to the company’s sector, as well as general information on exporting and export planning.

those related to export. The information from these is added to the personal network intelligence of CBSC staff experienced in handling export inquiries.

Where does the customized export material come from?

Each CBSC maintains an extensive library of printed and electronic export information sources, including CD-ROMs, access to on-line databases, export encyclopedias, reports, guides, publications and brochures. From these come the customized gems of export information that fit the specific needs of each client.

How much do the CBSC information officers know about exporting?

Training is an ongoing priority for the CBSCs. All staff who handle the 2000 export inquiries we get each month receive export training and regular skills development training.

How many CBSC staff are there to handle domestic referrals?

Domestic referrals are directed to a key export information officer in the appropriate CBSC. This person works with a support team of information and technology specialists, and, in the large-volume centres, with an additional team of officers dedicated to export inquiries.

CBSCs are enthusiastic and ready for your domestic referral requests. For more information, check out the CBSC Web site at:

www.cbcs.org