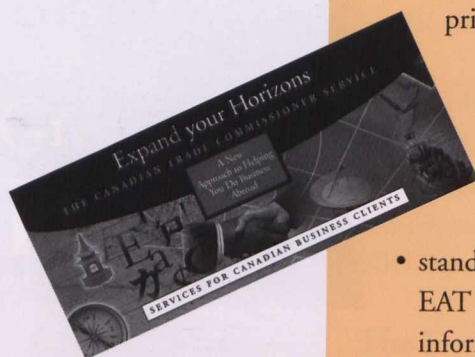




So what's *the latest?*

The Post Support Unit has participated in the New Approach training sessions world-wide. We have received numerous suggestions for new and improved guidelines to help deal with day-to-day requests/inquiries and to better serve our business clients. Keep watching the Horizons Web site for communications regarding changes, which will focus on priority areas such as:

- guidelines on used goods, trade shows, trade missions, Canadian competition;
- standard letters for additional services, EAT referral, generic disclaimers on information provided, etc.; and
- new cases handled by the Post Support Unit to demonstrate how guidelines are applied.



Local Company Information

“How dare he ask about a company that is not already in my list of contacts?”

It does happen, and it might happen even more often in the future as Canadian companies do their own research (as we ask them to) or meet foreign companies at international fairs. What the client needs is information that is relevant, reliable, accurate and up-to-date that will help him/her make good business decisions.



Visit Information

“I had done all of my research and worked with my travel agent to prepare my visit. However, nobody told me that if I wanted to have more successful meetings in that country, I should have waited until the World Cup Soccer was over!”

Visit information is information and practical advice that you provide to clients on the timing and organization of their trip. Your role is to help

<http://intranet.lbp/horizons>