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THE TRADE POST

HAPPY NEW YEAR!

With the new year comes a change in the title of the newsletter.

We would like to thank Anna McCormick for suggesting our new title.

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The Trade Post is a quarterly newsletter for members of the Trade Commissioner Service. Its purpose is to facilitate discussion of matters of common interest and concern among members.

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Please forward your ideas, comments, and suggestions to TOO via E-Mail, telex, or facsimile at (613) 996-8688.

TCS: THE SECOND CENTURY

By Anna McCormick

By any measure the Trade Commissioner Service National Conference was a solid success. We used the Conference as an opportunity to ask our clients how we could better serve them, and they told us!

The series of cross Canada mini-conferences (see *TRADE COMMISSIONER* Vol.1, No.4) and the discussion papers commissioned for them (*TRADE COMMISSIONER* Vol. 1, No.5), were invaluable in preparing for the National Conference.

Three hundred people participated in the National Conference at which Minister MacLaren delivered the keynote address.

The response to our invitation was a demonstration of the high regard our clients have for the Service. Following welcoming remarks by Jake Warren, the conference chairman, Allen Kilpatrick set out the challenges for the day. The delegates then broke into 10 working groups; each group was asked to "brainstorm" the following focus statement: "*The Role of the Trade Commissioner Service (TCS) in ensuring your company's success in the international market place!*" The morning concluded with each group reporting their results.

The outcome of the morning brainstorming was grouped into 10 themes and

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ELECTRONICS AND THE FUTURE OF THE TCS

The following is an interview, conducted by James Eaton, with Garrett Lambert, in his former capacity as Assistant Deputy Minister, Corporate Management. Garrett is now Canada's Commissioner to Hong Kong.

JP: *Earlier this year (1994) you participated in a PAFSO panel discussion on "The electronic diplomat," and you spoke of the changes you foresaw flowing out of the Department's computerization. When were computers first used in the Trade Commissioner Service (TCS)?*

Lambert: *The first computer LAN-based system in the department was WIN Exports, which was created for the TCS in 1985. WIN Exports was driven by the*

need to replace the former line branches of Industry, Science and Technology Canada, to maintain the TCS's ties back to industry after the TCS was transferred from Industry Trade and Commerce to External Affairs.

WIN Exports has been very successful, and is now accepted as one of a Trade Commissioner's daily tools. Missions can organize their local companies onto

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