

## SOME CHANGES: *A message from the Editor*

Several readers have commented to us that since this newsletter was called "Trade Commissioner," other members of the TCS might not feel it is intended for them. Not so! It's for everyone in the Trade Commissioner Service. That's why we've been going to the extra effort of sending out this, and all our TCS communications, directly to each member. To help reinforce that point, we would like you to help us rename the newsletter. Please forward your suggestions to Trade Development Operations (TOO).

Whichever name is chosen, our goal remains the same: to provide you with an informal forum to exchange ideas. Remember, this is your publication and we very much welcome your comments and suggestions. You can reach us in Trade Development Operations (TOO) at 995-7786 (phone) and 996-8688 (fax).

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Since I will be moving to a new assignment this autumn, Rick Mann will take over as editor. Sincere thanks to all those who have worked with me on this newsletter, especially Bernard Adam and Greg Bates who played a key role in its production.

Mike Spencer

### TO ALL MEMBERS OF THE TRADE COMMISSIONER SERVICE

The pin enclosed with this newsletter is to commemorate the Centenary of the Trade Commissioner Service (TCS). As a member of the TCS, you are invited to wear it proudly. We are grateful to the Brewers Association of Canada for their generous sponsorship.

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At present there are over 300 documents available FaxLink, with an additional 200 expected by October. Faxable documents include country fact sheets and reports, market opportunity reviews, industry sector profiles, newsletters, program overviews, "how to" publications and much more. FaxLink documents range anywhere from a one-page fact sheet on a single country to the entire International Trade Business Plan (each section of which is a faxable document).

As Trade Commissioners and Commerce Officers, you may spend a good deal of time disseminating general trade-related

information to your clients in industry, academia, and government. FaxLink can make your life easier by storing a document once, and transmitting it automatically to those who request it. Once your report, fact sheet, paper (etc.) is made available through FaxLink, you only need to alert your clients to the availability of the service and how to get in touch with it.

If you have information you feel could benefit our primary client, the Canadian exporter, send it to your appropriate geographic or functional division at Headquarters, and appropriate steps will be taken to reformat (if necessary), translate, and submit it to the InfoCentre for final processing. The main requirement

is that the document(s) be submitted in electronic format (Word-Perfect 5.X).

Information submitted for integration into FaxLink will also appear in the departmental electronic bulletin board service being developed by the Trade Information Systems Division (TPP). More news about this on-line information service appears on page 6.

For more information concerning FaxLink, please contact Lewis Coughlin, Information Officer, InfoCentre (SKI) at (613) 944-1490 or by SIGNET E-Mail.

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944-4000 (Ottawa-Hull)

FaxLink: (613) 944-4500

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