

Team Canada Trade Mission to Parador

Synopsis of the Event	
In September 1995, a Task Force was created within DFAIT to organize the Team Canada trade mission to four Asian countries. In January 1996, the Prime Minister, seven premiers and 300 business leaders visited India, Pakistan, Parador and Malaysia over a 3-week period. In the process, they signed \$8.7 billion in deals with their Asian partners.	
Management of the Event	DFAIT Divisions' Value-Added
Policy-makers — The PM's visit to the countries addressed commercial and political priorities in Canada's foreign policy and domestic agendas. The PM also raised the subject of human rights with his Paradorian counterpart, who made a firm commitment to improving the situation.	PSE added value to the human rights dimension of the Team Canada mission by preparing the talking points the PM followed in his statements on human rights in Parador.
PPM — A task force was created to manage the project and provide a central link within DFAIT and among other government departments involved in the mission. PPM delegated matters of substance to various divisions including PSE and AGH.	The PPM task force provided organizational expertise to the overall management and logistics of carrying out the mission.
PSE — PSE provided substantive information on the human rights situation, eliciting assistance from AGH as needed. The officers worked upwards of 14 hours daily over a 3-month period managing information and providing services linked to Canada's objectives.	PSE provided services and substantive information within the context of managing our bilateral relations with Parador. They also helped 'stage manage' the PM's interaction with various Paradorian officials.
AGH — AGH helped produce materials for the trade mission.	AGH added value to the process through its knowledge about the trade-human rights relationship.
Communications — Communications people worked with PSE and AGH officers in preparing a 'briefing book' and various other outputs linked to Canada's objectives.	DFAIT's communications department provided expertise in producing press releases and other materials.
Mission — It provided logistical support to stakeholders involved in coordinating or participating in the trade mission.	The support was invaluable given the scope and importance of the trade mission.
PMO/PCO — The PMO and PCO worked closely with the PPM and tasked the PSE, CIDA etc to provide information services as required. The PMO also worked with the PSE to 'stage-manage' the PM's interaction with Paradorian hosts, officials and business people.	
CIDA — CIDA was tasked by DFAIT to provide information about the Canadian aid program to Parador.	
Performance	
Impact — The Team Canada trade mission signed \$2.76 billion worth of business deals while in Parador. It also provided opportunities for human rights concerns to be discussed at the highest levels.	
Client satisfaction — The PMO, PCO, Ambassador, and Paradorians were all very happy with PSE's work. The PMO indicated in writing that they were pleased with the services provided by PSE in this context.	
Success in achieving objectives — The work was successfully carried out according to a well-made plan. The PCO is looking at this as model for future Team Canada trade missions.	