



Services for Partner-Clients

by Nancy McNiven

Post Support Unit, Overseas Operations Division

We consulted your clients

In November and December 1999, the Overseas Operations Division (TCS) and Roger Ferland, the Director General of the Trade Commissioner Service Overseas Programs and Services, held half-day consultation sessions with a total of 118 partner-clients in 11 cities in every province across Canada. We discussed which services should be offered to partner-clients, and at the same time, we introduced them to the Business Mission Agreement (BMA).

The TCS approach for partner-clients will be officially launched by Chief Trade Commissioner John Gero in the fall, followed by an extensive mail-out of the new core services brochure for partner-clients.

Who are partner-clients?

We define our partner-clients as Canadian organizations that look to posts for assistance with international business pursuits, including trade, investment, science and technology intelligence, technology transfer and trade/investment or science and technology missions.

Partner-clients include: other federal government departments and agencies, provinces, municipalities, trade and industry associations and academic/research/cultural institutions.

What are the core services we offer partner-clients?

We work with partner-clients to promote Canadian business and to help companies that have researched and selected their target markets. As part of the Trade Commissioner Service you offer six core services, free of charge, to all partner-clients:

- Market Prospect
- Key Contact Search
- Information on Foreign Organizations
- Visit Information
- Face-to-Face Briefing
- Troubleshooting

Guidelines on the application of these services for partner-clients will be available on the Horizons Web site at <http://intranet.lbp/horizons/05atxt-e.asp>.

What about Additional Services?

You have already been handling requests from partner-clients for Additional Services (extensive program of meetings, logistical support, business support services, participation in business events, and temporary office or display space) following the policies and guidelines found on the Horizons Web site (<http://intranet.lbp/horizons/07txt-e.asp>). These policies and guidelines apply to both Canadian business clients and partner-clients and have been in effect since September 1999.