

# A Message from the New Chief Trade Commissioner



*William L. Clarke, Assistant Deputy Minister,  
International Business, and Chief Trade  
Commissioner has served as Canadian Ambassador  
to Sweden and Brazil and has held several trade  
commissioner assignments, including San Francisco,  
São Paulo, Singapore and The Hague.*

A number of good things are happening in the Trade Commissioner Service as we enter this new millennium. The greatest achievement to date, in my opinion, has been the effort to train all our trade officers in the field on the "New Approach to Helping Business Abroad". We intend to keep up the momentum in years to come.

In 1999, for the first time, the Trade Commissioner Service surveyed over 2,200 of its clients on services delivered at 116 posts. A satisfaction level of 81% was achieved. I'm counting on your support to provide your key active clients for the next survey. This annual client survey is a key performance management tool and it is here to stay. To support you, our team will continue to work on policies pertaining to core and additional services, and to develop services for institutional clients such as the new Business Mission Agreement. We will continue to market ourselves more aggressively, manage expectations better, and get in step with new technologies: the revamped InfoExport site is proof of this.

To say a few words about my priorities as your new Chief Trade Commissioner, we will continue to expand our export financing focus in our relationship with the Export Development Corporation. Plus, we want to step up our efforts to help Aboriginal Canadians, women and young entrepreneurs become more active exporters. IBOC's continuing capacity to generate success stories is being recognized through its expanded role, and

for the first time, an Exporter of the Year award was presented by the Minister (to Viceroy Homes Ltd.).

On Science and Technology (S&T), we are engaged in a review to redefine our role. I'm pleased to report that one of our own, a former trade commissioner, Garrett Lambert, has been named to the government's "Experts Group on Canada's International Science and Technology Relationships." We are working closely with this panel to better define our S&T work as we enter the new millennium. We are also fully engaged with Investment Partnerships Canada to support posts in efforts to attract more foreign direct investment.

My top priorities are to move ahead with new initiatives and identify incremental funding for an aggressive export promotion and investment development program for the year 2000 and beyond.

In closing, I would like to mention that I'm keen to enhance the visibility of the Trade Commissioner Service in Canada. Already, I have met with many of you at the Alliance's annual meeting, Softworld and at Construct Canada. I look forward to meeting you personally whenever you visit Canada. I will continue my own extensive Outreach by talking to industry and getting their views on our services first hand. I will let you know how we are doing in future messages.