

A NEW CONCEPT: 'TECHNICAL VISITS OTTAWA'

By Keith A.
Mobley

Corporate and public enterprises in the Ottawa area have discovered an innovative way to attract business visitors to their facilities and offices, one which may also offer substantial benefits to Trade Commissioners.

Using technical tours as a business development tool is a relatively new concept which has proven to be attractive to the approximately 20 "client-sites" now available through 'Technical Visits Ottawa'. And, for Trade Commissioners faced with diminishing budgets and increasing workloads, arranging tours of those sites may now involve as little as a telephone call. The cost is equivalent to that of many scenic and cultural tours.

Founding partners Lorraine Flaherty and Keith Mobley recognized that the National Capital Region includes the home offices of Canadian and world leaders in telecommunications, computer hardware and software, life sciences and medical technology. They also

realized that Ottawa is often overlooked as a business and advanced technology centre by organizers of trade missions and other business development activities.

Because the region is being marketed actively by tourism and economic development authorities as a first-class centre for corporate and association conventions, conferences, and other meetings, tapping into the stream of business visitors for the benefit of Ottawa's business community becomes an obvious opportunity. Further, the strength and diversity of that business community is expected to attract the attention of many who have seen Ottawa as political and administrative headquarters rather than as corporate headquarters.

'Technical Visits Ottawa' founders are now planning to expand their services into other markets in Canada and the United States. They may be reached by telephone (613) 744-6000, by facsimile at (613) 744-2461, and electronic mail at ad952@freenet.carleton.ca.

THE TCS OF THE FUTURE INDEPENDENT DISCUSSIONS

In her article, *The TCS of the Future*, (Vol. 1, No. 4), Deirdre Kent reported that a series of mini-consultation conferences would be held across Canada, and in preparation for the conferences, a number of discussion papers had been commissioned from the Centres for International Business Studies.

The papers cover a variety of topics including improving the TCS, invest-

ment, and fairs and missions, etc.

Titles include *Beijing, Boston, or Brussels, Improving the Effectiveness of the Canadian Trade Commissioner Service* by Philip Rosson, Dean, Faculty of Management Studies, Dalhousie University, *A Role for the Trade Commissioner Service in Facilitating Investment into Canada* by Professor Paul Beamish, Western Business

School, University of Western Ontario, *The Changing Role of Trade Fairs and Missions* by F.H. Rolf Seringhaus, Ph.D., of the School of Business and Economics, Wilfrid Laurier University, etc.

The papers are available on SIGNET in *Corporate Applications* under 'Articles'. Copies of the papers will be distributed to posts which do not have access to SIGNET.