

Lack of timely response by officers, or even no response at all, is another criticism we hear too often.

Second-rate treatment of small- and medium-sized enterprises:

Many small and medium-sized enterprises complain of what they regard as second-rate treatment by some posts. As evidence, they cite poor response from posts and difficulty gaining access to senior officials.

Oversolicitation:

Some of the more successful companies complain that organizers at various levels seek them out too often to participate in trade missions, trade shows and outreach activities. Among many other culprits, posts themselves are sometimes guilty of such oversolicitation.

Appreciation of our heavy workload:

Many clients are well aware that trade officers abroad are often overburdened, not only with service requests from Canadian companies, but also with many other responsibilities. Such clients understand our desire to streamline our workload, focus on results and work with companies committed to exporting.

Desire for personalized service:

More experienced clients are less likely to want us to do the job of exporting for them. Experienced clients don't expect us to be experts in their technical fields, or to do their market research, or to serve as company representatives. What they do want from us, above all, is a personal approach and a willingness to understand their special needs in order to produce tailored solutions.

Desire for reassurance about services in Canada:

Small- and medium-sized enterprises and novice exporters are concerned with the process. They want to know how and where they can be sure of getting assistance at home in Canada.