

A message from the Editor

Hello Gentle Readers:

The word for today is 'change'. Without it we all go stale but, particularly at this time of year, we are all enveloped by movement, action, new ideas, new places, new people — change. Can there be too much of a good thing? The Memorandum to Cabinet on International Business Development occupies much of our time these days. This MC will, as it is implemented, transform the domestic delivery system. As we're all aware, there are 23 federal departments and agencies as well as 12 provincial and territorial governments involved in this delivery system. No wonder our private sector clients get tired of trying to find the right office in Canada and, instead, go directly to the posts. If we can coordinate, rationalize and generally clean up our act in Canada, maybe those of you in the field can spend more time on the market intelligence and advocacy work everyone values. There

are two articles on the MC in this issue and there will be more on its implementation later.

Changing of the guard is also taking place as well in TFB as Brian Schumacher departs and becomes High Commissioner in Australia, and Marc-André Brault, fresh from Pretoria, becomes Chief Trade Commissioner. An interview with Marc is planned for the next issue.

Finally, a special word of thanks to Greg Bates, the man behind the scenes of this newsletter. His sage advice and superb organisational and technical skills have been the quality control for Trade Post. I and all his colleagues wish him well in his new position in TOS.

Keep those cards and letters coming. As those of you who won Trade Post T-shirts know, "All the views that fit, we print".

Rick Mann, Editor-in-Chief

THE MC AND THE TC

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identify a specific trade lead that is unusually urgent, complex, or where supplier databases prove inadequate will be able to refer the lead to an inter-departmental trade sourcing unit (*The Trade Post*, Vol.2 No.2 April 1995 p.14). This unit will contact Canadian firms and engage those who are willing and capable to follow up on the lead.

Further support will be offered by an "advocacy" team located at Headquarters. This team will coordinate government advocacy, including targeted Prime Ministerial or Ministerial interventions, for key overseas projects or issues.

Priority markets and sectors will be established and could receive enhanced levels of service, e.g., specialized infor-

mation and market intelligence services, or establishing experts in key posts. The actual "program" for enhanced effort will be developed among team members in government, including the Trade Commissioner Service, and in direct consultation with the industry sector in question. The Government will continue to provide support in all other markets and sectors.

Finally, across government, IBD financial support will be focussed on smaller firms, i.e. firms with sales of \$10 million or less or 100 or fewer employees, for whom assistance will "make a difference."

At the time of printing, Lisa Rice was a member of the Trade Commissioner Service Strategic Planning Division (TFX).