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ing with non-export-ready companies, and I believe they would be better served in Canada.

"With regard to Santiago's Info Centre, it is important to state that we implemented it to improve our response rate for routine trade inquiries. The Info Centre is operated by two commercial assistants who, after almost one year, have become experts in using Info Centre tools to provide general sectorial responses. This allows commercial officers to become more proactive and to concentrate on market intelligence and market development. As much as 60 percent of written inquiries in my sectors of responsibility are referred to the Info Centre."

Margot Edwards, Santiago

"The slowness with which new business can be done must be impressed upon travellers coming here. Some come over, expect to travel four or five thousand miles, do a large trade and get back on the next steamer. When this cannot be done they fret and fume and grumble at things that do not happen to be like those in Canada. They must remember they and their goods are new and unknown to this country. Some of them have not even samples of the goods they offer. There is a market for many lines of Canadian goods but...it requires time, some money and patience, and without this equipment I would not advise any man to come."

John Short Larke

Canada's first Trade Commissioner
Australia, 1895

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anymore." It's simple. Posts can no longer afford to spend time answering an unqualified fax just because someone has a Canadian corporate address. In my opinion, unless someone is qualified in WIN, or has been qualified by the province, the post should send them right back to the CBSC or ITC.

TCS: What type of service or assistance is required from your Team Canada partners in Ottawa, i.e. Industry Canada or DFAIT?

CK: We have a fairly strong National Secretariat that runs out of Industry Canada that works really well; it's a good support group. They do the national Web site for us, and provide us with national training and all that good stuff. I guess what I see lacking is that the CBSCs do not have a

high awareness factor in the Canadian business community or in our posts. I suggest that more integration of what we are doing will create more awareness, and that will help all of us. Our Web site alone, with the Interactive Business Planner and the soon to be up Interactive Exporter, can substantially reduce the workload on posts.

TCS: Is there anything you would like to add to your colleagues in DFAIT and the posts?

CK: The domestic network is exciting and interesting. Let's get on with what we all want to do on an integrated basis, which is to take our domestic and international networks, put them together and get those small and medium-sized enterprises exporting more!

Glory is fleeting, but obscurity is forever.
- **Napoleon Bonaparte** (1769-1821)