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VOLUME 7, NO. 2

April 2000

TRADE Commissioner SERVICE

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The quarterly
newsletter for
employees
of the Trade
Commissioner
Service.

Have you seen yourself lately?

Have you seen yourself lately? You're in the pages of *Canadian Business*, *Profit*, even the Air Canada in-flight magazine *En route*. In fact, over 513,000 Canadians will have seen you in February and March alone.

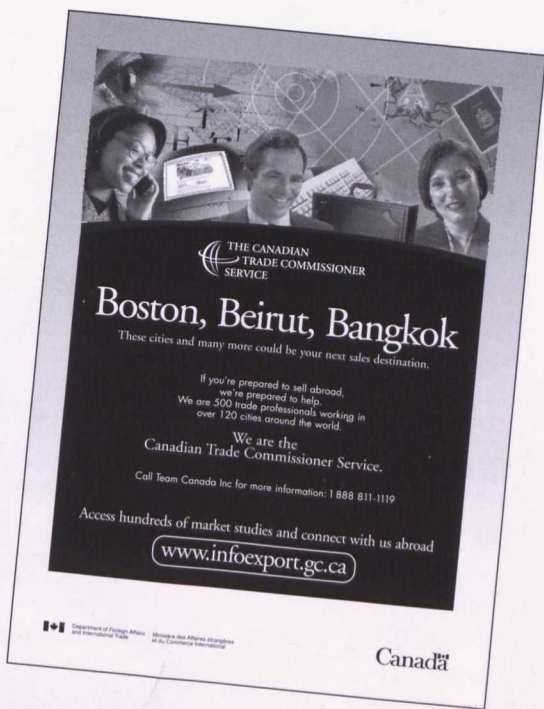
You'll be seeing ads like the one below in Canadian business magazines. We're also participating in trade fairs and in events like Globe 2000.

Turn to page 10 to find out more

Well, maybe not you personally. But the Canadian Trade Commissioner Service.

You see, we've been listening. One of the things you told us in the employee survey back in June 1998 was that you didn't feel that Canadians knew you very well. So we've designed a marketing campaign to promote the Canadian Trade Commissioner Service.

Who are we? We're the TCS Marketing and E-Services Section. And we're telling Canadian companies planning to do business abroad all about you. We've developed an ad campaign.



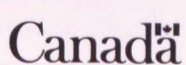
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THE CANADIAN TRADE COMMISSIONER SERVICE LE SERVICE DES DÉLÉGUÉS COMMERCIAUX DU CANADA



Department of Foreign Affairs and International Trade / Ministère des Affaires étrangères et du Commerce international



Tell your clients they can register online in WIN.
www.infoexport.gc.ca
EXPORTS