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THE CANADIAN TRADE COMMISSIONER SERVICE

international

*The quarterly
newsletter for
employees
of the Trade
Commissioner
Service.*

Dow Jones Interactive Earns Permanent Desktop Status

by Kenneth Wong, Export Development Division (TCE) to Departmental Library
Retourner à la bibliothèque du Ministère

While there's been much talk about tools and training for posts, a burning question remains: How are trade officers supposed to be business developing dynamos and still stay on top of sector-related happenings?

For those who use it, Dow Jones Interactive is part of the answer. It's a painless way to boost your proactivity and stay informed.

Dow Jones Interactive (DJI) is a business intelligence tool available through CITRIX. It's a unique information service that searches for articles according to your criteria and sends them directly to your e-mail inbox. Not only does this result in superior market intelligence, but it also offers a solution to your problem of information overload. You can customize your account in DJI to "push" relevant information from more than 6,000

news, business and trade publications around the globe to you.

DJI includes numerous overseas sources, and provides translations of local newspapers, and local radio and television transcripts. This information is often available to DJI users before the larger, English language news feeds pick up the story.

CAUTION!
Dow Jones Interactive uses a powerful search engine that combs thousands of sources around the globe. Carelessly defined searches can make your e-mail inbox the instant destination for literally thousands of items. Take the time to choose your keywords carefully.

Seven trainers from TCE will train over 700 staff members in all of our trade missions abroad. Each post will be contacted to arrange training.

The one-hour sessions, done in your office at your computer via teleconference will help you define and use your own keywords to compile the latest news items concerning your clients, sector or region. DJI will save you countless hours per week in research time.

To learn more about DJI, check the user

continued on page 2

CONTENTS

Dow Jones Interactive . . .	1
Minister for International Trade Award Winners . . .	2
<i>Chief Trade Commissioner</i> Ever wonder what we're up to in Ottawa? . . .	3
<i>Team Canada Inc</i> CIDA-INC	4
<i>People@Post</i> Detlef Engler Fernanda Whitaker and George Dimitriou . . .	5 6
<i>Horizons</i> BMA Saying yes	8 10
<i>T-Time</i> WIN@Client	11
Bizarro	12
Post Hit Parade	12

**Win a
Mystery Prize!
See page 9**