

## Issues Update

### Training

The first session of the client focused training on Market Information and Intelligence (MI/I) and Assisting the Services Exporter was held at Estoril, Portugal, on November 1-4, 1995, for the trade staff of our Africa/Middle East posts.

The nineteen participants were welcomed by Craig MacDonald, Director General of International Business Programs Bureau (TPD), at an evening get-together and briefing prior to the start of the training session. Patricia Marsden-Dole, Canadian Ambassador to Portugal, was also present to extend a welcome to the group.

An intense 4-day program covered the gathering, analyzing and disseminating of MI/I as well the new techniques and tools to meet the services exporter needs abroad. The participants commented very favourably on the benefits of the training program, and highly valued the opportunity to network with their colleagues, share ideas and work experiences in such challenging markets.

We are proceeding with an ambitious schedule for training all our remaining trade staff abroad by the end of February 1996. Next stop - Miami - with our Latin America, Caribbean and Mexico colleagues. We will keep you posted of developments as they unfold.

### ExportVision

What's happening... ExportVision Services will be held across Canada from March 14 to 22, 1996 and will focus on Education and Training, Business Services/ Consulting and Geomatics/ Informatics.

### TESTtalk and IBOC

TEST, TOSU, IBOC well what is it? You know it as the Trade Enquiries Sourcing Team. We are now an interdepartmental unit currently residing in the T-Branch and have had a name change to International Business Opportunities Centre or IBOC. We also have more staff members to help serve you better.

For more information call 613-944-6000.

## The New Client Tracking System (CTS) — COMING SOON

*Since the article, "The Client Tracking System", appeared in the Volume 2, No. 4 issue of the Trade Post (October 1, 1995), we have received many phone calls. The following are some of your most frequently asked questions.*

### What is CTS and how is it related to MI/I?

We are working diligently to fulfil our mandate of providing market information and intelligence (MI/I) training to trade staff in our missions abroad. By the end of February 1996, all trade staff overseas will have participated in the MI/I training course. At the same time, Trade Information Systems Division (TPD) is developing the new client tracking system which will be piloted for a three-month period at a certain

missions, starting next month. The pilots will be used to improve CTS before actual deployment to all posts abroad.

The MI/I training course informs us how to better serve our clients. CTS will be the tool by which we measure our success in providing improved service. Trade staff will be able to track their activity in the five principle service areas (MI/I, advisory, advocacy, partnering, organizing) provided to each client. Traditional activities or services are grouped within each of these five areas to help the user determine where to categorize information to be tracked.

### What information will CTS provide?

CTS is integrated with and draws from existing data in WIN.

Information will be tracked on a company by company basis, allowing the user to input information concerning service provided to clients in WIN. Service provided to other clients not registered in WIN, (OGDs, provincial governments, municipal organizations, local organizations, etc.), will be tracked on a separate screen also in CTS.

In addition to the five principle service areas, CTS will track the clients, their company size and industry sector. It will therefore demonstrate who our clients are, in what kind of business, what services they receive from us and at which posts. It will be an important tool for planning purposes, corresponding with the mission planning system and verifying whether actual work coincides with the priorities

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