

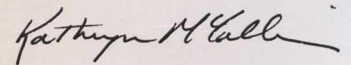
Priorities

As Chief Trade Commissioner my priorities are as follows:

- to resolve as many Human Resource issues as possible
- to implement the changes you and your clients have asked for
- to ensure that domestic partners support you
- make our WIN Online the best tool possible

The key elements of Performance Measurement Initiative implementation for 1999 include:

- an extensive training program for all trade officers at posts, HQ and across Canada
- distribution of Client Survey results in Summer 1999
- follow-up on the Employee Survey Action Plan



Kathryn McCallion

Making the Match

Guyana &
IBOC
International Business
Opportunities Centre 

The Company TELAV/I.S.T.S. of Montreal, Quebec. TELAV is a leading Canadian provider of audiovisual (a/v) services and equipment. The company, with 18 locations across the country, operates the largest fleet of a/v rental equipment in Canada. It supplies customers with permanent installations of networked multimedia presentation systems for use in training centres, boardrooms and conference centres. It also sells and supports specialized display products for commercial and industrial applications. With four decades of experience, TELAV has provided audio, visual and staging support to more than 40 000 events a year. For more information on TELAV, visit its Web site at www.telav.com or call them at 514-340-1821.

The Customer The Guyana Telephone and Telegraph Company, based in Georgetown, Guyana.

The Matchmakers Janice Khan, a trade officer with the Canadian Embassy in Georgetown, Guyana contacted IBOC looking for Canadian companies that could provide simultaneous interpretation and audio equipment for a conference to be held by the Guyana Telephone and Telegraph Company. Sean McCabe of IBOC was assigned the case, and found TELAV in the WIN Exports and Canadian Company Capabilities (Strategis) databases.

The Deal TELAV supplied translation equipment for three languages. Its shipment included tape decks, amplifiers, speakers, microphones, receivers and central processing equipment. The contract was worth approximately C\$144 000.

The Quote " This contract certainly gives us the opportunity to make a stronger name for ourselves in South America, particularly for the permanent installation of simultaneous interpretation equipment," said Michel Lamarche, of TELAV's System Sales Division. "This type of exposure helps us to build an international base."