

BEST PRACTICE NOW USED  
BY ALL POSTS

*More on the*  
**Business Mission Agreement**

Continued from page 1



### What about associations and other institutional clients?

Many of these organizations will receive copies of the Business Mission Agreement, although some may have been missed. We recommend that you let your mission organizers know, during your initial communications, that this tool is available to help them better prepare for missions.

### How do I promote the Agreement to some of these clients?

To promote the Agreement to your clients, you may wish to highlight the following:

- There should be no surprises — both parties' expectations will be clarified;
- Business participants receive a certain level of consistency in service from post to post;
- Post resources are concentrated on value-added work for the mission, such as identifying key contacts;
- Trade Commissioners will continue to lead in managing the logistical arrangements, and will retain substantive input into the missions. They will also continue to perform some of the work directly, such as conducting briefings and identifying contacts;
- Less disruption means a more productive mission, with valuable time being used to the best advantage.

### What are the benefits to the posts?

The Business Mission Agreement provides several benefits to posts, such as:

- Instead of organizing the mission's administrative aspects, your valuable time can be spent on identifying key contacts, and communicating with your colleagues in other posts and at headquarters to share information and best practices;
- Headquarters will provide support in terms of co-ordination of missions and in case of disagreements with the mission organizer;
- You will continue to have contact with the business participants;
- You will continue to receive feedback on the results of the mission and be involved in the delivery of an important service;
- Participants will be better prepared.

### How can I learn more?

Visit the Horizons site (<http://intranet.lbp/horizons>), look under the "Services to Partners" button and download a copy of the Business Mission Agreement. As usual, you are encouraged to contact the Post Support Unit if you have any questions related to the Agreement, by fax at (613) 996-1225 or by e-mail at -PSU - UAP -TCS.

## Good News in Canadian Press!

"Trade Commissioners are some of the most knowledgeable and capable executives in the Canadian public service. Their insight and experience can make or break an exporter new to a market."

*Profit Magazine, September, 1999*