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# THE TRADE POST

Thanks again to everyone who completed the TP readership survey. The results of what you said are included in this issue.

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*The Trade Post is a quarterly newsletter for members of the Trade Commissioner Service. Its purpose is to facilitate discussion of matters of common interest and concern among members. Please send your contributions and comments to TOO via E-Mail, telex, or facsimile at (613) 996-8688.*

## THE MC AND THE TC

By Lisa Rice

As the lines between domestic and international issues blur, many government departments and agencies are re-orienting their domestic business programs and services to focus on and support international business objectives. Today, 21 departments and agencies are involved in providing varying degrees of international business development (IBD) support.

The recent Memorandum to Cabinet (MC) on International Business Development, prepared jointly by DFAIT and Industry Canada, strives to bring leadership and direction to this support, by: setting priorities; focussing government resources where they can have the greatest positive impact, both within Canada and abroad; and, building partnerships among the many players involved in IBD. But what are the implications for the Trade Commissioner Service at posts and headquarters?

A key element of the MC is Canada's International Business Strategy (CIBS), formerly known as the International Trade Business Plan (ITBP) (*The Trade*

*Post* Vol.2 No.2, April 1995, p.5) All departments and agencies with international business development interests must now participate fully in developing the Strategy and allocate their IBD resources in accordance with the agreed-upon sector and market strategies. As a result, there should be less overlap and duplication in IBD


activities and greater emphasis of activities in key sectors.

In order to reduce some of the workload abroad, more

emphasis will be placed on preparing companies in Canada, particularly SMEs, to export using regional and local service providers.

As well, disseminating quality market intelligence and information and sourcing will be facilitated by two new organizations. National Sector Teams (NSTs), which will essentially replace Sector Expert Groups, will work with the Trade Commissioner Service abroad to share MI/I with their clients and to help match market opportunities with Canadian capabilities. Also, Posts who

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*Roger Chan reports on the Canadian Business Centre and User Pay — See page 10*

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