

e.g., exporters to western U.S., exporters of x product, which organizations have participated in a trade fair in the last 12 - 24 months, etc. The inventory should be of use to virtually all substantive Branches. The approach, priorities and key responsibilities process should result in a more focused and efficient effort by the department in developing relationships with clients. The project will be completed when the inventory is in place, the processes established and worked through and when the inventory is being used. The longer term criteria for success would be a comprehensive and consistent contact with clients and better service to them.

IMPLEMENTATION CONSIDERATIONS:

The project is directly related to the on-going work of TFB, EFB, the geographic branches and to some extent IFB and SFB. Phase II of the project could concentrate on all other clients of the department e.g. academics, the cultural community etc. This project is also related to various of the projects in SFB including Domestic Communications and Information Strategy and Rationalization of Publications. Contact will need to be made with DRIE and possibly some OGD's. Consultation, with some trade and economic policy officers and occasionally with the respective ADM's will be necessary. In the geographic branches the reference group representatives could be used as a main contact point. However, the project officer and manager will try to keep this to the minimum that is required. Assistance will be sought from the library in identifying key information sources. The inventory will need to be reviewed by the Steering Committee as will the proposed process for developing the strategies, priorities and responsibilities and the results of that process. Depending on the decisions of the Steering Committee the item would appear either as an A or B item on Executive Committee's agenda. When the inventory is in place a document will be prepared and circulated throughout the department explaining how the inventory is set up and how it can be used. When decisions have been taken on priorities and responsibilities a confirming memo will be circulated. The major constraints on a timely completion of the project will be the time availability of the individuals assigned to it and on the ease with which information sources can be tapped and are adequate. The consequences of delaying the project are simply a continuance of the status quo in the manner in which the department currently operates in this area and of the concern as to whether DEA is doing all that it can to serve its private sector clients.

MAJOR STEPS AND TIMING

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| 1. Development of the "profile" of information that will be sought for each organization or individual. | Jan. 20/84 |
| 2. Identification of information sources and establishment of a classification scheme, framework for the inventory and initial priority sectors. | Mar. 15/84 |
| 3. Initial consultation on the project.
(i.e. on steps 1 and 2) | Mar. 20/84 |
| 4. Develop the content of the inventory. | June/84 |
| 5. Review content of the inventory with individual contacts, Steering Committee. | July/
Aug./84 |
| 6. Enter inventory in computer with program for selective call up of the information. | Mar./
Sept./84 |