

## Messages from the Chief Trade Commissioner

This column is a new, regular feature of *TCS International*, providing an index of previously transmitted e-mail messages from Kathryn E. McCallion, Assistant Deputy Minister - International Business and Communications, and Chief Trade Commissioner.

### MESSAGE 1, DECEMBER 24, 1997

Discussion of the challenges in implementing the Minister's four key objectives regarding international business development (IBD) delivery: doubling the number of active exporters by the year 2000; increasing Canada's market share in fast-growing markets; increasing Canada's declining share of global foreign direct investment (FDI); and putting in place performance measurement systems.

Dramatic changes coming:

- re-examination and re-organization of priorities;
- working with domestic Team Canada partners to increase the number of new "export-ready" SMEs;
- continuing and expanding TCS outreach activities;
- creating the GO-Team, the "rapid-response" Trade Commissioners;
- streamlining the CIBS process (see article page 7).

### MESSAGE 2, FEBRUARY 4, 1997

Progress report on the delivery of the Minister's first two priorities:

1. doubling the number of active exporters by the year 2000:
  - threshold figure for defining an active exporter set at \$2.3 million of exports per year;
  - formalized tracking system designed to measure new exporters instituted through WIN Exports.
2. increasing Canadian market share in priority and fast-growing markets:
  - initiation of detailed analysis of Canadian market share in the world's fastest-growing markets, by country and by industrial sector;

Announcement of the newly created TCS GO-Team (see article page 2).

### MESSAGE 3, FEBRUARY 17, 1997

Summary of meeting held February 10 between Rob Wright, Deputy Minister for International Trade, and Trade Directors. Mr. Wright provided details on the IBD program, confirmed that the trade development program will remain an integral part of DFAIT and reported that he will be chairing an IBD executive committee tasked with developing one integrated IBD strategy for Canada.

TCS Highlights:

- the need to revitalize and refocus the TCS to become the best IBD service provider from the "border out";
- the need to rely domestically on Team Canada partners in other government departments (OGDs) and provinces to provide "border in" IBD support, especially as it relates to export readiness activities;
- the need to establish service standards and performance measurement systems.

### MESSAGE 4, FEBRUARY 27, 1997

- a "lite" CIBS, streamlined and more user-friendly;
- IBOC notes: description, statistics and suggestions;
- innovation: new Advocacy Unit to provide key business clients with political advocacy support from high federal and provincial levels;
- preparation under way for the first Executive Committee of IBD Deputy Ministerial Committee;
- impact of exports and export growth on domestic economy;
- impact of FDI on jobs and growth in Canada: statistics and suggestions;
- raising profile and resources for investment overseas.

P.S. If you're coming back to Ottawa, please consider joining the T-Branch. We welcome your input toward improving the TCS. If you have questions or comments, feel free to drop a line to me, or to the TCS IDEAS/SDC IDÉES e-mail suggestion box.

Best wishes to Nigel Godfrey as he leaves not only Trade Commissioner Services (TBO) but also the government. After 31 years as a public servant, he has now opted for a life of leisure — golfing, gardening and grandparenting!

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