

CANADA BUSINESS SERVICE CENTRES



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As mentioned in the previous edition of *TCS International*, Industry Canada is sharing some of its Canadian Business Service Centres (CBSC) success stories with us in an effort to show our trade officers in posts how the CBSCs can help small and medium-sized enterprises (SMEs). Below is an extract from *Inter-Connexion: The newsletter for partners in Canada Business Service Centres*.

Newfoundland entrepreneur Bruce Campbell of Vinland Wine Racks says the assistance he got from the Canada-Newfoundland and Labrador Business Service Centre was indispensable in his bid to establish a unique line of stackable wooden racks that is making a spirited debut in North America.

Since 1995, the Centre has guided Campbell through starting up, patent protection, expansion, and entry into the export market, as Vinland Wine Racks has grown from a part-time hobby into a six-person enterprise, selling more than 6000 units in 1996.

Eager to produce and sell the unique wine rack that he had invented at home, Campbell first contacted the

CBSC in January 1995, looking for information that would help protect his design.

To quench Campbell's thirst for information, the CBSC siphoned data from numerous sources, including the Centre's Business Information System (BIS), the Internet, NAFTA documents, the Program for Export Market Development (PEMD), and several trade and industry databases. Besides the information available in-house, the CBSC pointed him to information from the National Research Council, the Business Development Bank, Memorial University, the Universal Product Code Council, and the University of Waterloo's Innovation Centre. Most important, CBSC staff put Campbell in touch with the Canadian Intellectual Property Office in Halifax, his key contact for obtaining a patent before he could set up his business.

"It was tremendous help," Campbell says. "Without the Centre, it would have taken longer."

For more information on the network of CBSCs, check out their Web site at cbcs.org

DILBERT®

By Scott Adams

DE-POLITICIZING YOUR BUSINESS WRITING

BE CAREFUL THAT WHAT YOU WRITE DOES NOT OFFEND ANYBODY OR CAUSE PROBLEMS WITHIN THE COMPANY. THE SAFEST APPROACH IS TO REMOVE ALL USEFUL INFORMATION.



TAKE OUT THE DISCUSSION OF THE PROBLEM; IT COULD EMBARRASS SOMEBODY.



AND DON'T MENTION THE ALTERNATIVES; IT WILL JUST RAISE QUESTIONS.

OKAY, WHAT'S LEFT?

THE PAGE NUMBERS.

