people@post

In this edition of people@post we are focussing our attention on:

Roxana Francile @ Buenos Aires
Natalia Melnichenko @ Kyiv

WHEN WAS THE INFO CENTRE ESTABLISHED, AND WHY?

Roxana (Buenos Aires): The Info Centre was established in January 1996. The Commercial Section was being flooded by enquiries of all types, answered by the commercial officers. As a result, our clients did not receive timely responses and our officers could not devote their time to strategic, post-initiated "intelligence" activities.

AS INFO CENTRE HEAD, WHAT ARE YOUR RESPONSIBILITIES?

Roxana (Buenos Aires): I analyze all client requests for information, prepare responses, supervise staff and provide training and guidance. I manage the Info Centre budget, develop and supervise preparation of contact lists and briefs, and manage library materials. Also, as WIN Manager, I supervise contractors hired to update WIN lists and briefs.

HOW DO YOU DECIDE WHICH REQUESTS TO HANDLE YOURSELVES AND WHICH ONES TO DIRECT TO SOMEONE ELSE?

Roxana (Buenos Aires): Our Commercial Counsellor receives and analyzes all the requests. These are then routed to the Info Centre for action, sometimes with an indication that the officer responsible for the sector in question should provide assistance. Otherwise, they're sent directly to the commercial officer for action.

WHY DO YOU HAVE A TRADE WEB PAGE?

Natalia (Kyiv): Our Web page was established to assist Canadian clients considering Ukraine as an export market. The Ukrainian business services infrastructure is just developing and business directories are not available electronically. We took the opportunity to have a Web page on InfoExport to provide information not readily accessible in Ukraine.

HOW LONG HAVE YOU BEEN YOUR POST'S WEB CHAMPION AND WHAT ARE YOUR RESPONSIBILITIES?

Natalia (Kyiv): I've been Web Champion since March 1999. My responsibilities include gathering, verifying, systemizing and providing information for such core services as Visit Information, Key Contact Search, Market Prospects and Local Company Information. The focus is on contact information and useful web links. I also compile sector lists of international trade shows in Ukraine.

HOW DO YOU DECIDE WHAT GOES ON YOUR WEB PAGE?

When choosing information, priority is given to known local companies and organizations, to companies with Canadian contacts, and then to companies recommended by Canadian clients.