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# THE TRADE POST


 Thanks to everyone who took time to complete the TP readership survey. The names of the prize winners are included in this issue. A complete analysis of the survey will be included in the next 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.*

## GORDON SMITH ON CONTINUOUS LEARNING

*"The Foreign Service will engage in continuous learning to increase our productivity and effectiveness."*

Canada in the World, DFAIT, Ottawa, 1995, p. 49.

**T**oday, the pace of change is so rapid that current knowledge becomes obsolete within five years. As a result, we must continue to challenge ourselves and learn each and every day. We are learning beings and learning is what is going on in the world.

Organizations that do not learn constantly experience great difficulty and hardship as the environment changes around them. Successful organizations are those that recognize the changing priorities of their environments and strategically strive to meet these changes in the best

way possible. Learning organizations can only adapt if the people that make them up are willing to change. In fact, individual learning is the condition for organizational learning since only individuals have minds that can learn.

I encourage you to reach out and challenge yourself. Set yourself learning objectives for formal and informal study in the classroom or on your own. Encourage your colleagues to challenge themselves and encourage your employees to equip themselves with new skills and abilities.

Dept. of External Affairs  
Min. des Affaires extérieures

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## DETROIT ESTABLISHES AN INTERNET PRESENCE

By Robert Webb & Ben Gailor

**T**he Canadian Consulate General in Detroit established a site on the Internet in late March. This "Home Page" on the World Wide Web was accessed more than 1,200 times in its first three weeks of operation.

Detroit is one of five missions offering information on the Internet; others include Washington, San Diego and San Jose, California, Manila and Milan. It is expected that a number of posts will soon launch home pages to reflect and serve the unique information requirements of

their territories.

Detroit's web site was conceived to provide routine information around the clock to the growing Internet community in our territory and Canada. It is focused on our business and academic clients and promotes linkages and opportunities for partnerships between Canada and the U.S. Midwest. It also publicizes the Consulate General's services to many thousands of potential clients who may not be aware of us, our mandate or the

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