



TO/À • Distribution List
FROM/DE • DMT

REFERENCE
RÉFÉRENCE •

SUBJECT
SUJET • ANNUAL SUMMARY OF ACTIVITIES AND RESULTS

Security/Sécurité UNCLASSIFIED
Accession/Référence
File/Dossier
Date January 31, 1990
Number/Numéro

ENCLOSURES
ANNEXES

DISTRIBUTION

I am extremely pleased with the results indicated in this, the third annual summary of activities and results of the export and investment promotion activities of our missions abroad. The graphs on the "Focus of Workload Activities By Region" are a welcomed addition to the summary.

It is encouraging to note that during 1988/89 there was a 95% response rate to the submissions of the quarterly tracking reports which have become an important management tool of the International Trade, Investment and Tourism Program. The progress we have made to develop objective setting and results measurement instruments has previously attracted favourable comment from the Auditor General and more recently attracted favourable comment from Treasury Board and other government departments. These instruments are taking on even greater importance in the context of the expenditure review process recently announced by Minister de Cotret and which enjoys one of the highest priorities of the government's agenda. This report continues to represent a major advance in the department's ability to keep abreast of program activity and results in an orderly and consistent fashion in relation to new developments. It gives me an additional means to defend our resource utilization when new resources have all but dried up. In the final analysis, the care you take in preparing your reports has direct impact upon the resource allocation to the department and to your region.

Looking ahead, we are moving rapidly in the direction of integrating and making all trade information readily available via the WIN system. This package includes Win Exports, a directory of world wide trade fairs, trade statistics, export priorities, market opportunities by region, major projects abroad, and various geographic and sectoral synopses. Our ability to develop this information package is directly a result of the efforts posts have made

43-2477-80