

Canada Business Service Centres

A great resource to help companies do their homework in Canada

They have
the three
things we
look for
in a service:
personal
attention,
a voice at the
other end of
the line,
and research
tools!



During Kathryn McCallion's conference calls with all posts before Christmas, many of you had questions about "border in/border out" services, and specific questions about the services available in Canada to companies looking for assistance in starting an export business.

Over the past year our colleagues in the Domestic Outreach Division (TBC) have been strong advocates of the Canada Business Service Centres (CBSC) as the appropriate and competent entry-level points of contact for SMEs. During his travels westward to discuss Trade Commissioner Service Renewal with the provinces, Richard Lecoq took the suggestion of the International Trade Centres, and visited the CBSCs in Edmonton, Winnipeg and Saskatoon. His purpose was to discuss the back referral approach being considered in the context of the Performance Measurement Initiative (PMI).

For someone who was unaware of the CBSCs during his last posting in Budapest, he returned to Ottawa very impressed and enthusiastic after discovering what they had to offer. He was particularly impressed with the knowledge and experience of the staff in the Centres, and came back with a first hand confirmation

of the positive views of his TBC colleagues.

The CBSCs, located in 12 cities across Canada, are the front line for all business inquiries in Canada, whether it be business start-up, taxes, regulations or international trade questions. Besides offering CD-ROMs, reference guides, videos, market profiles and Internet access, information officers take the time to assist clients, showing them where to find the business information they require. They even show clients how to use the electronic tools in their walk-in centre (except for Toronto which does not have a walk-in centre). In effect, they have the three things we look for in a service: personal attention; a voice at the other end of the line; and research tools! For addresses and phone numbers, see their web site at www.cbcs.org

To give you better insight as to how the CBSCs assist firms in their pursuit of foreign markets and how they work with the International Trade Centres and other Team Canada partners, we plan to publish some case studies of CBSC exporter clients as told by the CBSC information officers. We will report our findings to you in upcoming issues of *TCS International*.

Think like Kissinger, write like Gump.

Posted in the *Peace Building and Human Development Division* (AGP)