

### A Farewell Message from Kathryn McCallion

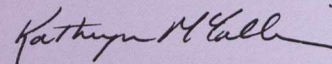
As is customary and, in many ways, inevitable in the foreign service, it is time to move on and pass the torch to someone else.

I take immense pride in the work that has transpired over the past three years. Between officers and managers at posts, the PMI team at HQ, Heads of Missions, and our other stakeholders, we have truly revitalized the Trade Commissioner Service. The New Approach to Helping Business

Abroad is here to stay, and I am confident that you will continue to see the results of your efforts.

I would like to thank you for all of your hard work and co-operation. I look forward to seeing the TCS grow stronger in the future. Meanwhile, we in Corporate Services will be strengthening our capacity to support all parts of the department.

Sincerely,



Kathryn E. McCallion

## Making the Match

Belgium &  
IBOC  
International Business  
Opportunities Centre 

Fiddleheads  
[www.fiddleheadgreens.com](http://www.fiddleheadgreens.com)

The International Business Opportunities Centre (IBOC) works with Canada's trade officers around the world to match Canadian companies with business opportunities worldwide. Here's an example of what this teamwork can accomplish:

**The Company** Eastwood Marketing Inc. of Toronto, Ontario. Eastwood Marketing (a division of Eastwood Farms), with a staff of five and numerous seasonal employees and contractors, grows and harvests organic fiddleheads. For more information on Eastwood Marketing and its products, check out the company's Web site ([www.fiddleheadgreens.com](http://www.fiddleheadgreens.com)).

**The Customer** Meli-Jo, a specialty food distributor to restaurants and grocery stores in Belgium and other European countries.

**The Matchmakers** Meli-Jo approached Francis Keymolen, a Commercial Officer with the Canadian Embassy in Brussels, requesting suppliers of fresh fiddleheads. Mr. Keymolen contacted IBOC, and Yolande Bourque researched various databases, resulting in Eastwood Marketing being put in touch with Meli-Jo.

**The Deal** Meli-Jo placed an order for fresh organic fiddleheads. They were so pleased that they ordered another shipment.

**The Quote** "IBOC provided our organization with a great opportunity to expand into the European marketplace," said Eastwood Marketing's Mike Potwin. "We are hoping that the increasing awareness of Canadian fiddleheads in Europe will result in more contacts and sales for Eastwood. Thanks to IBOC and the Commercial Section of the Canadian Embassy in Brussels, we are well on our way."