

# THE TRADE POST



We would like to extend our warmest wishes for health and prosperity in the new year to all our readers.

Editor's Message .....	2	International Trade	CTS.....	7
As I Depart – an interview with Al Kilpatrick.....	3	Centres .....	DoingBusiness	
1995 Canada Export		The Service Standard	Via CMA Online .....	8
Award Winners.....	4	Revolution.....	Networking Without	
You Talked, We Listened...5		TCS Unsung Heroes .....	Computers .....	9
		Issues Update .....	Surfing the Career Wave..10	

*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 Maria Bernard (TOO) via E-Mail, telex, or facsimile at (613) 996-8688.*

## INTERVIEW WITH

MARC-A. BRAULT

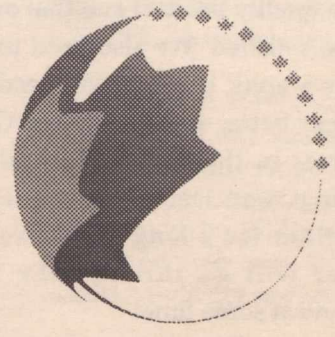
By Jordan Reeves

**TP:** Congratulations on your new role as Canada's Chief Trade Commissioner. How is the view from where you are sitting?

**Brault:** I joined this Department some 30 years ago. I haven't touched the business development side of things in quite a few years, so I'm delighted to be back into it. And it has changed. We now have Investment with us, for example, and science and technology is becoming more a part of our day-to-day life. The computers, the tracking system, the WIN system were not available years ago, so I'm delighted to be back learning.

**TP:** What do you see as the Chief Trade Commissioner's role?

**Brault:** I see my role as the champion of the cause, if you like/ I'll do my best to determine what we are, what we do, what we stand for and what we need, and push that through the system. I'll try to communicate, to share my vision, and enlist everyone as part of the team. It's also my job to help implement Team Canada strategies and ensure that the whole process works. I'm also a problem solver. If somebody has a problem, my door is open.



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**TP:** What about the recent Memorandum to Cabinet on International Business Development? How big of an exercise is this?

**Brault:** The MC is like the locomotive that pulls everything. We're re-writing Canada's international business strategies. We have to support Team Canada, which brings in all kinds of new concepts, including priority countries and priority sectors. Well, that means that we will have to provide enhanced service. How do we go about providing this enhanced service when the only programs we have are PEMDs, fairs, missions and things like that? We'll be looking at everything we do to see if we are doing it right. Quite a lot of change is coming. But I want to make certain that everyone participates. Let's get our team together first.

**TP:** What are some of the other issues facing the TCS?

**Brault:** Financing is an issue which will always be there. Investment is another one. Science and technology, market intelligence gathering, small and medium size business focus, program reviews and

Continued on page 2

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