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quirers who could benefit from more basic export information/education.

Initiatives also have been undertaken with our other partners such as Finance and EDC. Particularly relevant to SMEs, was the publication of the *Road Map to Exporting and Export Financing* pamphlet and the establishment of an exporter sensitivity training program for bank personnel.

These efforts have laid the ground work for a new co-operative relationship between the banks and EDC, for the benefit of SMEs.

The International Business Development Review has been an important vehicle for change. It gave us a jump start to contribute importantly to the Program Review and particularly to the government's Foreign Policy Review. Happily, the

common conclusion of the Wilson Report and the Foreign Policy Review is that international business development is aimed directly at job creation and the development of wealth, the government's two top priorities.

*Larry Duffield is with the TCS Strategic Planning Division (TFX). For more information on the IBDR, you may contact him at 996-2298.*

## ECHOES FROM THE PAST

*The following excerpt (original text preserved) is taken from one of John Larke's first letters from Australia to HQ in 1895. Although the letter itself is distant in time, you may feel close to the concerns expressed. Some things never change!*

**Office of Commercial Agency of Government of Canada  
Burns, Philp and Co's Building  
Bridge St., Sydney, N.S.W.**

**Sydney Mar. 18th, 1895**

**Dear Mr. Parmalee**

...I find that neither information or buyers of Canadian goods will come to me. I have had hosts of callers, many of whom wish to act as agents of Canadian goods, but only two of the numbers were such as I could commend for trade. In the other cases I have had to look up the people and that is about six times slower work than in Canada. It necessitates appointments being made and, probably, three visits after to get the information wanted or an opinion upon samples submitted. Someone who knows trade would be of advantage in the office.

There is a trade in these colonies for our people if they go the right way about it. I have sent in a memorandum respecting a show and sample room which I think would be of great advantage to us here. For goods like agricultural implements, saws, sewing machines, that bear a special name the quickest method of securing business is by the firms establishing agencies with travellers who should visit the retail trade. The ordinary commission man cannot afford to push it as a new business would require to be pushed. For staple goods like cottons, boots and shoes, paper and woodenware a visit to the wholesale houses would be sufficient and in some cases business can be opened up by correspondence. ...

Yours truly,  
John Larke

## CANADEXPORT

Dear *Trade Post* Reader:

*CanadExport* is at it again... this time to remind you that we are anxiously awaiting to hear from you.

What would we like to know? Tell us what you're currently doing to assist Canadian exporters. Tell us about your markets and its trends; give country-related and sector information; explain new programs or modifications to existing ones; provide market intelligence, share sales leads; or explain trade-related issues. Briefly, write about anything which you feel may be useful to the business community. That's the kind of information our readers told us they would like.

We have 40 000 readers to please, and we like to keep our customers satisfied! We are available on FaxLink and, very soon, we will be accessible on the IBB.

We know that you all are very busy, and increasingly so. This is why we do not ask for finished and polished articles. We need your input in raw format. We will do the rest.

Remember, there is a minimum of five weeks lead time between the date we receive the material and the publication date. You can send your articles to me via E-mail or by fax at (613) 992-5791.

Hope to hear from you soon,  
Amir Guindi, Editor-in-Chief,  
*CanadExport*