

## Conference Boosts Trade Objectives

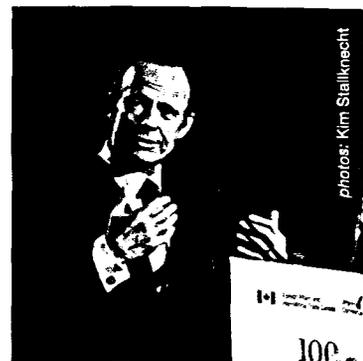
The Trade Commissioner Service (TCS) regional office in Vancouver and Headquarters recently joined forces to mark DFAIT's 100th anniversary with a conference on the importance of trade in today's economy. More than 100 participants from the B.C. business community, the media and international partners gathered for a day of presentations and a keynote speech by Minister of International Trade Stockwell Day on Canada in the global economy.

The conference, held in March in Vancouver in collaboration with the Business Council of British Columbia, presented an overview of Canada's international trade priorities and highlighted DFAIT's global commerce strategy. It also focused on the Asia-Pacific Gateway and Corridor Initiative and investment opportunities leading up to the 2010 Winter Games in Vancouver.

One of a series of conferences held across the country to celebrate the department's centenary, the event was also a chance to see the region's trade commissioners, who are responsible for British Columbia and the Yukon, in action. From providing business advice to working on strategies to find new markets, their efforts are valued. "This team is always nimble and at the ready," said Wayne Robson, Director and Senior Trade



Senior Trade Commissioner Wayne Robson



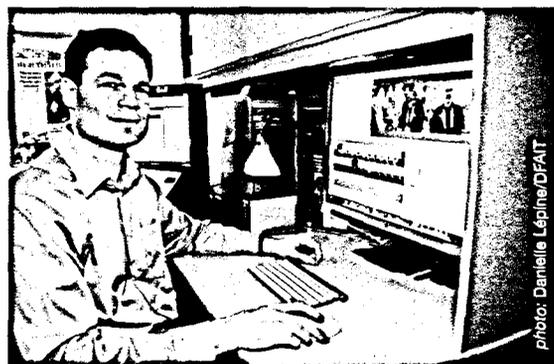
International Trade Minister Stockwell Day

Commissioner for the office. Robson showed his own flexibility by standing in as presenter at the last minute for Stewart Beck, ADM, International Business Development, Investment and Innovation, who had been unexpectedly detained.

## TCS Comes to YouTube

The Canadian Trade Commissioner Service (TCS) now has two channels on YouTube. One channel, at [www.youtube.com/commerceCDA](http://www.youtube.com/commerceCDA), features short videos related to DFAIT's efforts to promote trade with countries and regions around the world. On the other, at [www.youtube.com/tcssdcCDA](http://www.youtube.com/tcssdcCDA), videos promote the TCS through client testimonials and interviews with Canadian business experts and entrepreneurs.

The channels, created by the Trade Communications Bureau, "allow us to be more innovative in how we use technologies," says Mark McLaughlin, deputy director of the Communications Services Division (CMS) and head of a team that creates and maintains content on the channels. "YouTube



Innovative products: Mark McLaughlin puts together a video to be shown on YouTube.

gives us a new way to highlight the value our trade commissioners bring to Canadian companies."

McLaughlin's team works with key partner organizations such as Canada Mortgage and Housing Corporation International to cross-promote its YouTube offerings. The channels are among a series of innovative products produced by CMS, such as the *CanadExport* e-magazine and its monthly audio podcasts.

## KL Staff Mark Milestones

Three staff members at Canada's High Commission to Malaysia were recently presented with awards for long service by High Commissioner David Collins.

Linda Khoo, a senior trade commissioner assistant, marked 35 years of service. Khoo, who was born in the mining town of Lahat, Perak, and grew up in Kuala Lumpur, has worked for 15 different Canada-based staff members since joining the mission as an LES in 1973. Leigh Ryan, an RCMP liaison officer, was honoured for 30 years

of service. Ryan was born in PEI, grew up in Nova Scotia and was stationed in Vancouver for over 26 years, during which he participated in UN missions to Namibia and to the former Yugoslavia. Since 2003, he has been posted to Pakistan, Afghanistan and Malaysia. Joumana Hanna, the High Commissioner's assistant, marked 15 years with DFAIT. Joumana was born in Beirut, moved to Ottawa and joined DFAIT in 1992, serving in Cairo, Lima, Singapore and Kuala Lumpur as well as on numerous temporary duty assignments.



Long service: (left to right) Leigh Ryan, Linda Khoo and Joumana Hanna are honoured by High Commissioner David Collins.