

## ↔ A Message from the Editor-in-Chief ↔

Dear Colleagues,

In the context of the revitalization of the Trade Commissioner Service (TCS), we have gone ahead and changed, as planned, the title of *The Trade Post* to *TCS International*. We hope you like it. At the same time, more significant changes are taking place in the T-Branch, and we want you to know about them. First, in order to make better communication links with the posts, Kathryn has been sending regular e-mails to provide updates on activities at Headquarters. She has also instituted meetings, either face-to-face or by conference call, between senior T-Branch managers and staff in different regions so that matters of concern may be discussed. We intend to continue these meetings on a regular basis.

There has also been a lot of thinking about our new priorities and how to broadcast them. One of them has been to clarify the respective role of the TCS and its government partners in Canada. It is now recognized that as Trade Commissioners, our "value added" is abroad ("border out"), where we can best exercise our expertise in gathering business intelligence, providing advocacy, assisting in partnering and matchmaking, etc.

On the other hand, considering our increasing work load and diminished resources, we have to rely domestically on our Team Canada partners to provide support to Canadian companies in their preparation stage before going abroad. In that regard, we are just finalizing an introduction to a new *Directory of TCS Abroad*

(note the abroad), to inform the Canadian business community about how to obtain information in Canada before entering international markets, and how to make the best use of a TC abroad. We hope this guide will be useful to both export-ready companies and the posts serving them.

Finally, we would like to bring to your attention a very interesting report prepared with and for the Mexican division and posts entitled, *A Guide to a New Business Model: Re-Engineering the Delivery of the Trade and Economic Program in Mexico*. The report raises precisely the issues that are now being addressed in the context of the reorganization of the TCS. Kathryn will distribute this report internally and to our missions in the near future. Although it relates to Mexico only, and is not applicable in its entirety everywhere, it still provides for a clearer understanding of new TCS priorities. Please read it, and let us know your comments.

Just some of the things we've been up to over the past few months. We will continue to keep you posted.

Richard Lecoq

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## ★ GO Team! ★

CONGRATULATIONS and best of luck to the six members of the TCS GO-Team (the Global Opportunities Response Team).

Denise Jacques and Dianne Bellon have been assigned to Israel and Chile respectively, to assist in the follow-up to the recently concluded free trade agreements.

Meanwhile, Marcel Laneville is off to South Korea,

Andrée Cooligan to Thailand, and Shannon O'Donoghue to the Philippines, in an effort to maximize the opportunities generated by the recent Team Canada Mission.

In addition, Kathleen Lannan is on her way to Brazil to work on a number of important trade and investment initiatives.

The GO-Team has been created to help Canadian exporters quickly assess and respond to emerging business opportunities in priority and fast-growing markets.