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As the quality of services should be measured by the intended beneficiary, client surveys are an integral aspect of CTS. We will contact clients to ascertain their level of satisfaction. This feedback will help us stay abreast of their rapidly changing requirements.

And what are their requirements now? On this, Canadian business has been clear. Because basic data such as economic or market data, lists of importers or customs regulations are available from a growing number of sources, they depend on us less and less for such information. They do,

however, attach high value to the types of *intelligence* that trade offices may be uniquely positioned to provide. Export-ready firms want trade leads, inside knowledge about decision-makers or up-to-the-minute status reports of large projects. To help IBD staff upgrade the quality of services on offer, i.e., to provide *intelligence* rather than *information*, and to *influence* clients rather than merely *inform* them, TPP developed a Market Information/Intelligence (MI/I) course. By March, 1996, all trade program staff will have had an opportunity to attend it.

Better communications profoundly affect how we work. The developments mentioned above are largely a result of better communications available to our clients. But the improved means of communicating available to us, such as SIGNET, also make it possible to respond to the changes our clients thrust on us. As CIBS and the Team Canada approach to IBD come on stream, SIGNET and the systems it conveys, such as WIN and CTS, will play an increasingly important role in allowing us to become a true, *client-oriented*, service.



## InfoCentre Inaugurates New Mailbox

The InfoCentre (SKI) recently announced that FaxLink, the InfoCentre Bulletin Board System (IBB), and the new Internet Web/Gopher Service have been integrated within the Centre. This will allow those who contribute documents to the InfoCentre to submit their material to one central ICONDESK mailbox and be certain that these documents will be made available to the public on all appropriate InfoCentre systems. The consolidation confirms SKI's role as the single public window into the Department and primary disseminator of departmental publications and information.

The name of the new ICONDESK mailbox, which was activated this month, is INFOPUB. Effective immediately, document contributors are therefore asked to stop using the "-IBB" and "FaxLink" mailboxes and send material only to INFOPUB. The SKI divisional mailbox (EXTOTT-SKI) should be used solely for official correspondence.

The InfoCentre has established a network of Information

Coordinators to assist contributors in the document formatting and submission process. Contributors should continue to submit documents via their Information Coordinators, who will ensure that the documents meet the following departmental requirements:

1. Documents must respect the Official Languages Act, departmental official language policies, and departmental publishing guidelines.
2. Documents must contain the departmental signature and page numbering in the document header, a clear title and a date of publication. A WordPerfect document formatting macro which automates this formatting process is available from the InfoCentre by contacting David Spicer at 944-1488.

An InfoKit explaining the process for formatting and submitting documents to the InfoCentre's public access information services will be made available soon to all contributors.

## A "Green" Tip

Printing a message without printing the long address list

Do you send messages with lengthy distribution lists? To avoid the possibility that your recipients will print the distribution list if all they need for reference is the message text, here's a practice we recommend you follow: preface these e-mail messages with the following caution. Think of the paper you can potentially save!

THIS MESSAGE CONTAINS PAGES OF ADDRESSES. IF YOU WISH TO PRINT WITHOUT ALL THE ADDRESSES — FROM THE BROWSE WINDOW CLICK ON FILE AND THEN ON PRINT. DO NOT USE THE PRINT ICONS.

### Nota Bene

The Management Support Division (STA) advises that in the recent Circular Document Admin No. 10/95 (STA), Annex "C", Article 5 (a) should have read (in the English version only) "120MB hard disk drive," not "20MB."