

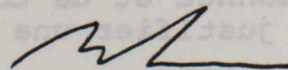
I am encouraged by the impressive worldwide total activity results of the Export and Investment Promotion Program as reflected in the July-September quarterly report. A number of individual missions have devoted considerable effort to refine their figures so that they are an increasingly realistic representation of workload results and progress. Several have done so despite difficult operating conditions, mostly of a workload nature.

Almost all of your Export and Investment Promotion Plans have been received in Ottawa and are currently being verified in the geographic bureaux. The next step will be to create a data base from the plans from which upwards of 23 standard reports will be available to form the basis of consultations with OGD's, provinces and national trade associations. Data entry will be completed by Christmas and the consultative process will be undertaken during January-February 1987. During the consultations on mission plans, the department's objective is to harmonize your plans with OGD's (to ensure they accommodate their many perspectives as well as possible) and to achieve similar synthesis with the provinces and the private sector to which the Government is committed in the continual development of a trade strategy for Canada.

Following the consultations, any significant changes will be incorporated into the plans which will be communicated to you as your agreed plan for the next fiscal year. The new Trade Tracking System Report forms which you received with your planning kits, will come into use April 1, 1987 to coincide with your new program year.

During FY 87/88 your Bureau will receive, based upon the new Tracking Report, a quarterly report comparing your progress and results with the work program you had outlined in your plan. They will also receive workload analyses based on your tracking reports. I am confident that this system will sharpen the department's ability to keep abreast of developments in a more disciplined fashion and to monitor developing situations which suggest resource reallocations may be warranted. The planning and tracking systems do not take the place of good management. They are intended to provide some of the tools to produce better management of the trade program.

Your mission plans are in the process of forming the most detailed and comprehensive storehouse of data on world markets we have ever had. We will be able to supply clients of the department with information on your territory, region, or on a world basis either sectorally, geographically or from a specific product, sector or project point of view. Perhaps most importantly, we will be able to identify our priorities quickly and with considerable precision; a key requirement when resources are becoming scarcer.



G.E. Shannon
Deputy Minister
International Trade