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on the results of the last two years to re-professionalize the job abroad through training and other tools.

Kathryn Aleong has joined the Overseas Operations Division (TCS) as the new Project Manager for the New Approach. Kathryn was a trade commissioner in Mexico City and most recently in Washington, D.C. She will be working closely with Peter MacArthur in TCS, Pierre Sabourin in TCE, together with other divisions and posts to define the key components. We have also engaged Price WaterhouseCoopers, a consulting firm that already knows the Trade Commissioner Service, to help us produce a blueprint by the end of this year for 2001-2002 that will foster more proactive client service.

We will consult particular posts and specific individuals to identify best practices on how to be effective and proactive in dealing with local contacts. If you have an example of a work process that works well, let Kathryn know. Your comments are always welcome, so feel free to drop me a line. We will be keeping you informed of developments.



*by Roger Ferland
Trade Commissioner Service Overseas Programs
and Services (TCD)*

Making the Match

Argentina and

IBOC

International Business
Opportunities Centre

The International Business Opportunity Centre (IBOC) works with Canada's trade commissioners around the world to connect Canadian companies with business opportunities worldwide. Here's an example of what this teamwork can accomplish.

The Companies

Pulse Scientific Inc. of Burlington, Ontario, manufactures medical diagnostic strip and serology latex strip tests which quickly and accurately detect pregnancy, syphilis, HIV and Hepatitis B. The firm exports to over 10 countries worldwide including Spain, Switzerland, Korea, China and the Philippines. For more information on the company and their products, contact Allen Chan at (905) 333-8188.

The Customer

Polychaco D Colombia Ltda, a distributor of medical supplies and equipment throughout South America.

The Matchmakers

Kathleen E. Gittins, Commercial Assistant with the Canadian Embassy in Buenos Aires, Argentina was approached by Sergio Alberto Yanovsky of Polychaco D Colombia Ltda for Canadian suppliers of pregnancy detection strips. Ms. Gittins contacted IBOC, and Sourcing Officer Madeleine Giguere located Pulse Scientific in the WIN Exports database.

The Deal

Pregnancy detection strip tests valued at US \$10,000.

The Quote

"With the assistance of IBOC, our goal to expand our network of distributors worldwide is being achieved. IBOC helped to bring the global marketplace to our door," said Mr. Chan.