

Besides offering CD-ROMs, reference guides, videos, market profiles and Internet access, information officers help clients by showing them where to find the information they need. They will even demonstrate how to use the electronic tools in their walk-in centres (except in Toronto which does not have a walk-in centre). The Canada Business Service Centre will refer clients to Team Canada Inc partners such as the International Trade Centres, Agri-Food and Agriculture Canada, the Export Development Corporation or provincial services according to their needs. For more information on the Canada Business Service Centres, visit their Web site at <http://www.cbcs.org>.

Q. What kind of information is found on the ExportSource Web site?

A. ExportSource (<http://exportsource.gc.ca>) is Team Canada Inc's online resource. It provides a single access point to the information holdings of several government departments and agencies. ExportSource offer information on such subjects as:

- market research;
- export financing;
- export regulations and logistics;
- trade statistics;
- export contacts; and
- trade shows and missions.

Q. Under what circumstances should I request that the Canada Business Service Centre (CBSC) contact the company on my behalf?

A. If you feel that the enquirer has a strong export potential but could benefit from more assistance in Canada before accessing services at post you may wish to offer a more proactive and personalized service by having an information officer from the closest Canada Business Service Centre contact the company on your behalf. Team Canada has identified the Canada Business Service Centres as the primary contact point in Canada to handle such referrals from missions abroad. In order to manage direct referrals from posts in an efficient and timely manner, each Canada Business Service Centre has identified a key contact for this procedure. Use the related standard letter.

Upon receiving your request, an information officer from the Canada Business Service Centre will contact the company to discuss its needs and your specific request. The information officer will give the client the information needed and/or provide a referral to the right person or organization and report back to you on the action taken.

It is important that you provide accurate mailing addresses, telephone and fax numbers as well as e-mail addresses, so that the Canada Business Service Centre has no difficulty reaching the client. You should also provide the Canada Business Service Centre with any relevant background information such as correspondence, telephone notes, faxes, and so on.

When asking the Canada Business Service Centre to contact the company on your behalf, make sure your request is sent to the appropriate person identified in the contact information provided below. Please exercise judgement to avoid overloading the resources of the Canada Business Service Centre.

Contact Information:

Alberta
The Business Link
Suite 100
10237-104 Street