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ANNUAL SUMMARY OF ACTIVITIES AND RESULTS

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ENCLOSURES
ANNEXES

DISTRIBUTION

On the whole, I am extremely pleased with the results indicated in this, the second annual summary of activities and results of the export and investment promotion activities of our missions abroad.

I am encouraged that during 1987/88 there was a 97.5% response rate to the submissions of the quarterly tracking reports which have become an important management tool of the international trade, investment and tourism program. The progress we have made to develop objectives setting and results measurement instruments has attracted favourable comment from the Auditor General in his recent audit report on the trade program. These results and indicators have enabled the trade program to defend and substantiate resources which have come under review in various A-Base analyses of our operations abroad. While I realize the information contained within this report is not yet fully comprehensive, it represents a major advance in the department's ability to keep abreast of program activity and results in an orderly and consistent fashion and to keep abreast of new developments which may suggest that resource allocations could be warranted. The Tracking System does not replace the important process of day to day management of the department. It gives me the means to substantiate my requests to government for scarce resources which have all but dried up. In the final analysis, the care you take to prepare your results reports impacts directly upon the resource allocation to the department and to your region.

Looking ahead, we are moving rapidly in the direction of integrating all trade management information and to make it readily available via the WIN system. This consolidated package will include WIN Exports, a directory of worldwide trade fairs, PEMD history of usage by WIN listed firms, trade statistics, export priorities and market opportunities by regions and a comprehensive calendar of events. We will be providing this information to the International Trade Centres, headquarters geographic officers, new sectoral international marketing divisions and to posts abroad. The Trade Tracking System will also be integrated with WIN Exports for posts abroad so that your reports can be prepared and kept current on your WIN equipment. I am happy to tell you I have been successful in obtaining funding

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