
INTERNATIONAL BUSINESS DEVELOPMENT COMMUNICATIONS

- Getting information to Posts which is timely, readable and informative is not an easy task. There always has to be a balance between too little and too much.

- To date, several people have pointed out that our circular messages have missed on one or more of the above criteria. We will continue to look to ways to get the information to you which you need.

To date we have had some feedback and we have made some adjustments; we continue to look to you for suggestions on how to improve this process.

- You will also see, from time to time, telexes and other memos which are sent to all trade offices. We will use that means of communicating, from time to time, as appropriate to the circumstances. These messages will be listed in the upcoming TFB communications index.

- The TFB circular letters, in particular, are reference material to assist staff involved in international business development. Like all reference materials, they are meant to be "digested" on an as-needed basis, and as time permits.

- ✓ Where the substantive issues addressed are of current concern, further reading of the circular's contents may be advisable.
- ✓ In many instances, however, the content may not relate to the problems of that particular day, or the time is not available to read the circular. This is both understandable and reasonable. These circulars will be there for ready-reference "guidance" on certain issues.