

↔ *A Message from the Editor-in-Chief* ↔

Dear Colleagues,

As themes go, the Performance Measurement Initiative (PMI) tends to prevail, but we don't want you to think we're becoming a one-trick pony. On the road to implementing the PMI, headquarters is increasing its role in directly supporting posts. We illustrated this recently by taking the lead on responding to a global inquiry that a company sent to all posts, with the full backing of the Chief Trade Commissioner. We are also supporting posts by initiating a pilot project for more Info Centres at our missions. You may recall an article in the October 1997 edition of *TCS International*,

in which we highlighted Sue Harper's best practice regarding the Buenos Aires Info Centre. Well, Diane Bellon from Canada Economic Development (formerly FORD-Q) is on secondment with us for five months to create a series of Info Centre models for possible implementation abroad (see article on page 7).

In this volume, Sylvia Cesaratto replies to the report on human resource development, which was featured in the January edition, and we continue the series on our competitors' trade agencies. As always, I invite you to call me at 996-2964!

Richard Lecoq

🍁 *Ottawa Backs Posts* 🍁

In response to concerns many of you raised about a recent global enquiry from a company requesting detailed market information, Richard Lecoq replied to the company with the response below — you may have seen the same letter in a Signet broadcast message last March. This letter received the full backing of the Chief Trade Commissioner, and exemplifies that we are willing and able to act on your behalf. Don't hesitate to contact Overseas Operations (TCS) for similar support.

Dear X,

It has been drawn to my attention by many of our posts to whom you have sent a global e-mail message requesting general information that much of the information you requested is available from various sources in Canada. As a result of government down-sizing and increased pressures we are no longer in a position to respond to global enquiries. Our posts are now concentrating their activities on assisting Canadian companies which have done their own initial market research and have targeted a few specific markets.

May I suggest that as a first step you contact the Ontario — Canada Business Service Centre in Toronto, tel # 1-888-811-1119. You may also wish to consult our ExportSource webpage (<http://exportsource.gc.ca>) which can link you to other useful sources of information including the websites for a large number of our posts.

Once you have completed your initial research and established which markets you wish to concentrate on, our posts in those specific markets would be pleased to assist you.

If you require further clarification, please do not hesitate to call me at (613) 996-2964.