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TCS INTERNATIONAL

April 1, 1997 Formerly *The Trade Post*, *TCS International* is a quarterly newsletter
Volume 4, No.2 for members of the Trade Commissioner Service (TCS). Its purpose is

to facilitate discussion of matters of common interest and concern among members. Please send your contributions and comments to the TBO divisional e-mailbox, or facsimile at (613) 996-8688.

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Canada's Trade Officers Abroad Speak Out

By Andrée Cooligan

In January, Trade Commissioner Services (TBO) invited trade commissioners and commercial officers to the *International Home Furnishings Market* in Toronto and the *Canadian Sporting Goods Show* in Montreal. At these events, *TCS International* had the opportunity to speak with some of the TCs and COs about their concerns. We asked if there was anything more we could do for them from Ottawa. Here's what some of them had to say.

"I think we need to focus on developing better ways to do what we were doing, because obviously we're now working with less resources. So we need better co-ordination — with Paris, with other Europosts, with Ottawa. We can no longer handle business inquiries in isolation from other European posts. Instead of us all working independently, we have to find a way to get a more co-ordinated approach. Another thing that we might try is cost recovery. I like the idea of billing, because I think it means we will be better co-ordinated and we will have a better standard of service."

Alan Minz, Trade Commissioner
High Commission, London

"We need information on Canadian manufacturers, on exporters who are really interested in exporting. Many importers

want to look through catalogues to see what they can import from Canada. WIN Exports allows us to learn about the manufacturer, but it does not replace the need for a catalogue."

Isao Kaneko, Commercial Officer
Canadian Embassy, Tokyo

"It's the issue of 'duty of care'. By that, I mean if I give advice, if we, or any trade commissioner gives advice to a Canadian company and they act on it, to what extent can they come back and hold us liable for the advice that they were given? I just wonder if we should have a standardized disclaimer that every post and every trade commissioner should use on all correspondence, for consistency."

Simon Smith, Commercial Officer
High Commission, London

Catalogues, co-ordination, working more closely with one another, a standardized disclaimer — all valuable comments. What do you think? Trade Commissioner Services and *TCS International* want to know if you share any of these concerns, or perhaps others, and if it is worthwhile to act on them. Please direct your comments to the TBO divisional e-mailbox, or send them by fax to (613) 996-8688.

We hope you like our new name and look. As always, we welcome our readers' feedback, letters and articles. Let us know what you want in *your* newsletter, or, better yet, send us the content to fill these pages!

