

## Award-winning Program Reaches Out

By Guillaume Parent

In 1985, a group of trade officers in Buffalo invited Canadian business representatives to the Consulate General to take part in New Exporters to Border States (NEBS), an intensive day-long session on how to do business south of the border.

Although the NEBS program is still running 25 years later, fewer companies are willing to travel to Buffalo for the training. This past summer, a team of officers in Ottawa and Buffalo took on the challenge of revamping the original course to better reach clients. The result is a webinar series that delivers targeted elements of NEBS using the Web.

The webinar series, now called ExportUSA webinars, has many advantages, and finds a new and wider audience while eliminating travel costs. Participants say it is an excellent way to provide valuable information to companies looking to enter the U.S. market.

Last December, the updated program won an inaugural Deputy Ministers' Award of Excellence in Transformation, recognized for aligning DFAIT with government priorities and improving services to Canadians.

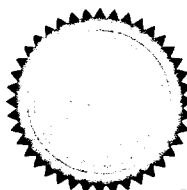
To learn more about the ExportUSA webinar series, visit the Trade Commissioner Service website, or view past webinars through the Virtual Trade Commissioner, both found at [www.tradecommissioner.gc.ca](http://www.tradecommissioner.gc.ca).

*Guillaume Parent is a trade commissioner in North American Commercial Relations.*



Left to Right: Gérald Cossette, Associate Deputy Minister of Foreign Affairs; Len Edwards, Deputy Minister of Foreign Affairs; Jocelyn Guimond, senior advisor, Guillaume Parent, Trade Commissioner, North American Commercial Relations; and Louis Lévesque, Deputy Minister of International Trade.

## Recognizing LES Excellence



Cooperation among all staff is essential for the department to function properly. Locally engaged staff, whether they are drivers, trade officers or consular officers, provide continuity, share local knowledge and guide CBS in the discovery of local culture. In their own way, LES also promote Canadian culture and values.

Through the Awards and Recognition Program, DFAIT acknowledges the importance of the contribution made by LES.

Like Canada-based staff, LES receive departmental recognition for 15, 25 and 35 years of service or upon their retirement. Heads of missions and programs can also present them with Instant Awards. LES are also eligible for the Deputy Ministers' Award of Excellence and the Public Service Award.

For more details, visit Awards and Recognition on the intranet.

## INC Has Arrived

DFAIT has introduced a program to help Canadian businesses invest responsibly in developing countries. The \$20-million Investment Cooperation Program (INC) supports a range of activities that enhance the economic, environmental and social benefits of doing business abroad.

Dave Murphy, Director of the Investment Cooperation Program Division, says INC aims to reduce poverty by focusing on supporting the Canadian private sector in developing countries. Financed by Canada's international assistance envelope and cost-shared with Canadian businesses, the program was formerly the Canadian International Development Agency's Industrial Cooperation Program.

"While the program continues to pursue important development objectives," Murphy explains, "It has also been redesigned to better respond to the needs of the business community."