

*International Trade***The Challenge Continues**

*The Trade Commissioner profession offers many stimulating ways to serve the Canadian business community. Managing CanadExport for three years was one of my most challenging.*

*With a small, highly-motivated team, this newsletter has been transformed into a decision-making tool for exporters.*

*What CanadExport publishes must meet specific criteria: "Is this information going to help the reader make better decisions in the field of international trade?"*

*The other aspect that is deemed essential is to provide the contacts (names, telephone and/or fax numbers) who can provide further assistance on the topics covered: participation at trade fairs and exhibitions, market research, export assistance, etc.*

*The enthusiastic feedback from CanadExport's readers has been extremely rewarding for the newsletter team. Direct mail, daily requests for subscriptions, the rage of those, afraid of missing one issue, who are never satisfied with the time it takes our mailing house to change an address. (It takes only a few days but two issues are already in the mail to the old address).*

*But the ultimate feedback comes from all of you, who daily use the contacts and phone numbers that we provide to enable you to get involved one way or another in international trade.*

*Under a new Editor but with the same competent team, CanadExport will continue to provide access to the wide knowledge and expertise available in this department and in our foreign posts.*

*New formulas to increase market share have emerged in the last few years: strategic partnering, joint venture, manufacturing agreements, etc.*

*CanadExport's commitment to excellence will enable it to keep on top of these different ways its readers can become involved — hopefully, successfully — in international business.*

*I am going back in the field, to Barcelona, to assist Canadian companies in doing business with Spain. It will be my pleasure and my privilege to serve the readers of CanadExport.*

René-François Désamoré  
Editor-in-Chief

**Achieving Trade Expansion Nets Foreign Service Award**

Robert Turner, Canada's Trade Commissioner to Santiago, Chile, has been presented with the 1992 Foreign Service Officer Award.

The award, presented June 17, 1992 by Secretary of State for External Affairs, the Honourable Barbara McDougall, was in recognition of Mr. Turner's outstanding efforts and achievements in helping to expand Canadian trade and investment in Chile and throughout Latin America.

**CanadExport Citation**

René-François Désamoré, Editor-in-Chief of *CanadExport*, was presented with a Citation "for developing a highly successful newsletter for Canadian exporters."

The Citation was presented at the second annual banquet of the Professional Association of Foreign Service Officers.

**CANADEXPORT**

ISSN 0823-3330

Editor-in-Chief:  
René-François Désamoré  
Editor: Don Wight

Telephone: (613) 996-2225  
Fax: (613) 992-5791  
Circulation: 33,000

Articles may be reprinted with credit to *CANADEXPORT*

*CANADEXPORT* is published twice monthly, in both English and French, by External Affairs and International Trade Canada (EAITC), Trade Communications Division (BPT).

*CANADEXPORT* is available in Canada to interested exporters and business oriented people. For subscription send your business card. For address changes and cancellations, please send your mailing label. Allow four to six weeks.

Mail to: *CANADEXPORT* (BPT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.