

The Canadian Trade Commissioner Service (TCS) continues to listen to its clients. Below are some of the highlights from the 2004 Client Survey based on telephone interviews with over 1,300 of our clients.

Summary of findings from the 2004 Client Survey

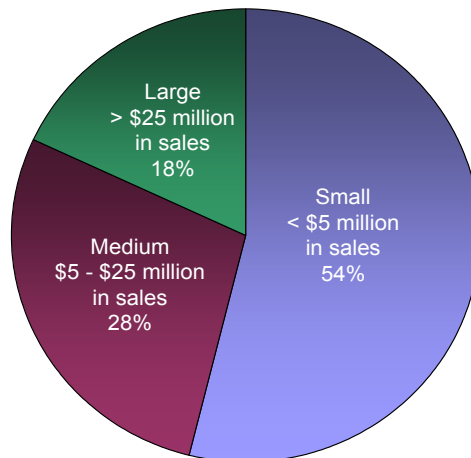
- The TCS helps Canadian businesses succeed globally: Clients attributed an **average of \$7.6 million** of their annual financial results to TCS services for a total financial impact of **\$25 billion on the Canadian economy.**
- The TCS continues to provide high-quality, highly valued services, in every region of the world: More than 80% of clients agreed that the quality of service provided was impressive.
- Demand for service is growing: 88% would recommend the TCS to others, and 92% would use TCS services again.

What our Clients Value:

- **Connections** – Services aimed at establishing connections in foreign markets.
- **Intelligence over Information** – Market intelligence and business leads only available “on the ground.”
- **Personalization** – Interaction with Trade Commissioners to gain access to their expertise and valuable contacts.

Small Clients = Big Business:

- 82% of clients are small and medium sized enterprises.
- The TCS has a greater impact on the success of smaller businesses.



How clients rated our Quality of Service:

- 84% said the turnaround time met their needs.
- 85% of clients said their needs were understood.
- 85% stated that market prospect information received was helpful in decision-making.
- 91% agreed that troubleshooting support received was helpful to their organization.

Top 5 way the TCS Contributes to Client Success:

1. Saving time and money
2. Facilitating market access
3. Making better decisions
4. Finding the right contacts
5. Increasing business image and credibility

What counts for clients? We are continuing to improve by...

- Expanding Trade Commissioner skills worldwide with a focus on gathering actionable market intelligence and business leads, networking and creative thinking.
- Implementing tools and processes to better understand the needs of our clients and to facilitate knowledge sharing among Trade Commissioners.
- Delivering more personalized and effective services through the Virtual Trade Commissioner.
- Integrating the International Trade Canada Regional Offices (formerly International Trade Centres) with the TCS, to deliver seamless service to our clients at every stage of their international commerce plan.

For more information about how we can help your business succeed internationally, visit us at www.infoexport.gc.ca.