



Hosting International Delegations

LA PROSPÉRITÉ DANS LA
COLLECTIVITÉ MONDIALE

全球社会中的繁荣

PROSPERANDO EN LA
COMMUNIDAD GLOBAL

WACHSTUM IN
EINER GLOBALEN
GEMEINSCHAFT

MAENDELEO KATIKA
JAMA MUZIMA

विश्व समाज में समृद्धि



HOSTING INTERNATIONAL DELEGATIONS

INTRODUCTION

In February of 2002, New Brunswick's Prosperity Plan, a comprehensive economic development strategy was announced, which identified a higher level of success and presence in the international marketplace as an essential component to strengthening the Province's economic performance.

In April of 2003, Premier Lord tabled, in the Legislature, New Brunswick's first ever international strategy called *Prospering in the Global Community: New Brunswick' International Strategy*. The three goals of the strategy are to:

- Ensure consistency between the Province of New Brunswick's international activities and our Prosperity Plan;
- Promote a corporate and focused approach to our international activities within the provincial government; and
- Foster an integrated and synchronized approach to our international relations between governments, our communities, the business sector, stakeholders and the academic community in order to capitalize on existing assets and synergies.

In support of the New Brunswick Prosperity Plan and the International Strategy, the Department of Intergovernmental and International Relations has developed this guide to assist departments in preparing and hosting successful international delegation visits to New Brunswick.

This guide is not intended as a mandatory process, but rather as a tool to offer assistance to government departments, branches, agencies or organizations in fulfilling the Province's corporate objectives through international delegation visits that are relevant and productive for all parties involved.

BUILDING STRATEGIC PARTNERSHIPS

Involving the right partners is an important key to planning a visit that will accomplish the charted objectives. This step can also help provide a richer offering for the delegation, streamline the preparation process by broadening the contacts base and maximize the overall impact of the visit. Some potential partners to consider are:

Department of Intergovernmental and International Relations

The Department of Intergovernmental and International Relations is responsible for the coordination of the Province's International Strategy. DIIR is an excellent point of contact for information on current international initiatives and retains an inventory of international, federal, industry and academic activities and contacts. For additional information, contact:

[Arnold Kearney, Director, International Relations, 506-453-2671](#)

The Office of Protocol

The Office of Protocol supports New Brunswick's national and international presence by: providing advice to government departments, agencies and the public on matters of protocol. In planning your event, the Office can provide the Do's and Taboos of hosting International delegations. They can advise you on precedence, forms of address, seating plans, invitation design, menu, order of speaking, flag protocol, selection of appropriate gifts and other etiquette or protocol issues related to the visit.

[Anne Reynolds, Chief of Protocol, 506-453-2671](#)

Department of Business New Brunswick

The Department of Business New Brunswick is responsible for supporting the Province's international investment, trade and export interests abroad. The Department is a valuable source of information on existing relationships with international and multinational corporations, as well as current sales and marketing initiatives within target markets. For additional information, contact:

[Mike McIntosh, Assistant Deputy Minister of Investment and Exports, 506-453-3707](#)

Department of Supply and Services

The Department of Supply and Services, through the Translation Bureau, is responsible for the coordination of translators, interpreters and simultaneous translation services. For assistance with translation services, contact:

[Joanne Kearney, Director, Translation Bureau, 506-453-5363](#)

Communications New Brunswick

In the case of visits where media coverage is required, Communications New Brunswick is an excellent point of contact for advice on and assistance with media relations. For more information, contact:

[Craig Chouinard, Manager, Corporate Communications New Brunswick, 506-444-2519](#)

Culture and Sports Secretariat

[Sylvie Levesque-Finn, Executive Director, 506-453-2909](#)

Education

[Charles Ayles, Director, Strategic Relations, 506-453-7126](#)

Training and Employment Development

[Michel Thériault, Assistant Deputy Minister, New Brunswick Community Colleges, 506-453-8234](#)

Tourism and Parks

[Helen Jean Newman, Executive Director, Marketing and Sales, 506-453-2964](#)

Service New Brunswick

[David Roberts, General Manager, Business Development, Marketing and Sales, 506-453-3698](#)

The following form can be used as a tool to help prepare for the visit of a foreign delegation to the Province.

Country or Territory of Origin: _____

Date(s) of Visit: _____

Delegate List in Order of Precedence:

Contact Name	Title

Type of Visit:

- Business
- Diplomatic
- Other

Visit Objectives:

1. _____

2. _____

3. _____

Will this delegation visit include:

- the signing of a Memorandum of Understanding (MOU),
- the signing of a bilateral or multilateral agreement,
- the signing of a twinning agreement; or
- another arrangement for which New Brunswick is a signatory.

Do the objectives support the priorities identified in the International Strategy:

Investment and Trade	
Immigration	
Innovation and Education	
International Development	
International Environmental Stewardship	
Image and Reputation	
International Competencies	

Anticipated Outcomes:

Economic:

Financial:

Social:

Environmental:

Other:

Developing the Visit Program

Identify an appropriate lead. This individual should have excellent organizational skills, strength in logistical planning and budgeting as well as good communication skills.

Contact Name	
Title	
Phone Number	
Fax Number	
Email Address	
Mailing Address	

Identify public and private participants/partners (institutions, associations, private sector, government departments and/or agencies)

Contact Name	
Title	
Phone Number	
Fax Number	
Email Address	
Mailing Address	

Identify public and private participants/partners (continued)

Contact Name	
Title	
Phone Number	
Fax Number	
Email Address	
Mailing Address	

Contact Name	
Title	
Phone Number	
Fax Number	
Email Address	
Mailing Address	

Contact Name	
Title	
Phone Number	
Fax Number	
Email Address	
Mailing Address	

1. Logistical Considerations:

Air Transportation

	Date	Time	Flight Number	
Arrival				
Departure				

Ground Transportation

Contact Name	
Title	
Phone Number	
Fax Number	
Email Address	
Mailing Address	

Accommodations (Advise hotel management of the visit and arrange for a person from the management staff to greet the delegation upon arrival.)

Facility	
Contact Name	
Title	
Phone Number	
Fax Number	
Email Address	
Mailing Address	
Location	

Accommodations

Facility	
Contact Name	
Title	
Phone Number	
Fax Number	
Email Address	
Mailing Address	
Location	

Menus (Determine dietary restrictions and customs.)

Restaurant	
Contact Name	
Title	
Phone Number	
Fax Number	
Email Address	
Mailing Address	
Location	

Menus (continued)

Restaurant	
Contact Name	
Title	
Phone Number	
Fax Number	
Email Address	
Mailing Address	
Location	

Guest List (s) (Develop lists for receptions, luncheons and dinners.)

Contact Name	
Title	
Phone Number	
Fax Number	
Email Address	
Mailing Address	

Contact Name	
Title	
Phone Number	
Fax Number	
Email Address	
Mailing Address	

Contact Name	
Title	
Phone Number	
Fax Number	
Email Address	
Mailing Address	

Guest Lists (continued)

Contact Name	
Title	
Phone Number	
Fax Number	
Email Address	
Mailing Address	

Contact Name	
Title	
Phone Number	
Fax Number	
Email Address	
Mailing Address	

Contact Name	
Title	
Phone Number	
Fax Number	
Email Address	
Mailing Address	

Meetings/Presentations (Allow for sufficient travel time between meetings and down time for delegates to rest.)

Contact Name	
Title	
Phone Number	
Fax Number	
Email Address	
Mailing Address	
Location	

Contact Name	
Title	
Phone Number	
Fax Number	
Email Address	
Mailing Address	
Location	

Audio/Visual and or Translation Services

Requirements	
Contact Name	
Title	
Phone Number	
Fax Number	
Email Address	
Mailing Address	
Location	

Cultural/Social Events (These should be worked into the program when possible.)

Facility	
Name	
Title	
Phone Number	
Fax Number	
Email Address	
Mailing Address	
Location	

Cultural/Social Events (Continued)

Facility	
Name	
Title	
Phone Number	
Fax Number	
Email Address	
Mailing Address	
Location	

2. Other Considerations:

- Develop a budget.
- Gather country notes and background material including, historical, political and cultural issues.
- Develop a briefing book for Premier and Ministers.
- Purchase gifts with consideration given to cultural and protocol gift-giving issues.
- Develop a reception package for visiting delegation.
- Design invitation for lunches, dinners, etc. Contact the Office of Protocol for accepted format.
- Reserve photographer.
- Reserve VIP lounge at airport (where applicable).
- Reserve flags for official functions. Flags may be reserved by contacting the Office of Protocol at (506) 453-2671.