

TOWARD A SECOND CENTURY OF SERVICE

The trade commissioners' role is evolving to serve Canada's international business interests in this new era. Trade commissioners link Canadian exporters with foreign buyers, they manage and arrange trade shows and tackle market access issues. This results in improved sales, strategic alliances, more foreign investment, technology transfers and better market intelligence – all of which leads to job creation in Canada.

“The Canadian Trade Commissioners assisted us in contacting high-level officials of prospective customers in the railway and aviation markets in Australia and Korea; in identifying market opportunities through trade fairs and missions abroad, and in finding suitable firms to act as our agents in foreign markets. First and foremost, the value of the Canadian Trade Commissioners for us is the prestige that comes with such endorsement by the Canadian government. **”**

**Helmut Schauer
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