

# A Worldwide Network of professionals ...

*In 1894, John Short Larke, Canada's first Trade Commissioner, sailed to Australia. His mission: to promote trade between Canada and Australia. In the age of steam, he was Canada's only Trade Commissioner.*

**A century later ... over 300 Canadian Trade Commissioners** work for Canadian business in over 100 cities around the world. As part of the Department of Foreign Affairs and International Trade, these Canadian Trade Commissioners work alongside Commercial Officers who know local customs and business practices.

Their job is to promote the economic interests of Canada in the global marketplace.

**They have expertise in:**

- ▶ foreign market access
- ▶ international business contacts
- ▶ exporting
- ▶ foreign business leads
- ▶ investment in Canada
- ▶ licensing
- ▶ joint venture development
- ▶ technology transfer

They provide **Client-focussed Services**

Today's Trade Commissioners are well equipped to offer business the information and assistance to go head-to-head against the best companies in the world.

## Need more help?

Some of our offices abroad provide services in addition to those mentioned here. To find out more, contact the office in the country in which you wish to do business.

Offices not offering the service you require can refer you to a qualified third party who will typically charge a fee.

### Market Prospect

We'll help you assess your potential in your target market. We may have market reports available for some sectors. *Should you need additional market research, we can refer you to local firms.*

### Key Contacts Search

Need a list of qualified contacts in your target market? We can get it. These sources have the local knowledge you need to refine and implement your market entry strategy. *We'll let you know of any charges for access to specialized databases.*

### Local Company Information

We'll provide information on local organizations or companies you have identified. *You will always be informed of any access charges to specialized databases. Credit checks are generally referred to specialized agencies.*

### Visit Information

Once you decide to visit the country you want to do business in, we can provide practical advice on timing and organizing your trip. *Please use your travel agent to make appropriate hotel and travel arrangements.*

### Face-to-face Briefing

One of our officers will meet with you personally to discuss the most recent developments in your target market and your future needs. *Simply notify our office of your visit at least two weeks before your departure.*

### Troubleshooting

Do you have an urgent business or market access problem? Call us for help. *We cannot enter into private disputes or act as customs brokers, sales agents, collection agents or lawyers.*

