

Export Education

Description: Export education activities take the form of "how to export" type educational conferences or seminars. Traditionally they have involved trade commissioners or commercial officers from posts abroad conducting seminars or being available to interview businessmen in a one on one basis at various locations in Canada. Examples are Export Trade Month, Market Place and the exporters conference "Face to Face" conducted at Food Pacific 86. These activities are directed at providing detailed "hands on" knowledge of how to go about exporting to a specific country. These activities are usually conducted in conjunction with organizations such as the Canadian Exporters Association or the Chamber of Commerce.

Other types of educational conference are ones dealing with infrastructure e.g. transportation. These conferences bring specialists together to assist exporters in gaining better knowledge about particular activities in exporting, such as financing, transportation etc.

Assessment: Export education activities are very useful methods of assisting exporters in getting started to enter a new market. They place trade officers in direct contact with exporters. Thorough follow-up is important to ensure the initial contact is productive as interviews because of demand can usually last only about 20-30 minutes. Exporters have commented very favourably on the usefulness of such Conferences. Trade officers benefit also by being in direct contact with exporters to learn about their products.

Conferences dealing with activities such as financing, transportation etc. are excellent means for exporters to have access to specialists in selected areas. There is usually little cost to the exporter in return for the knowledge and expertise which is made available.

Trade Development Institutions

Description: These institutions conduct extended training programs for overseas personnel of buying agencies, governments etc. The best known is the Canadian International Grains Institute (CIGI) which conducts courses about the grains industry.

Assessment: Activities of C.I.G.I. are known worldwide. Education of overseas personnel about the Canadian grain industry is an effective method of market development. It is particularly relevant to younger people who rise in their respective home organizations to decision making positions.

Aid/Trade Linkage

Description: Where Canadian aid is provided, there is often created export trade opportunities for Canadian firms to pursue.

Assessment: Aid project managers should be fully aware of Canadian capabilities in the agriculture and food sector and beneficiary countries made aware of our capabilities. This is an effective method of building export business with developing nations. In some cases it has to be considered long term as countries may not be able to afford the high quality of Canadian products. Canadian exporters however many benefit from short term contracts as suppliers to aid projects.