

the most tangible and effective tool available for helping Canadian firms penetrate foreign markets. The TCS represents the human face of the Government's trade development support, working closely with Canadian companies in addressing their individual needs at home and abroad.

Trade commissioners provide expert counselling to prepare companies for their first forays internationally or to expand their existing sales network. They identify specific trade opportunities, provide advice to exploit them and open doors to make Canadian international business success a reality.

Their daily networking enables Canada to reach influential decision-makers around the world and identify valuable local partners for Canadian firms.

Trade commissioners play a vital monitoring and advocacy role abroad, regularly intervening with foreign governments to maintain and improve market access.

On the eve of its second century, the TCS is committed to responding in