

3. Federal Business Development Bank (FBDB)

If your bank can't assume the risk of lending to your firm, then it may refer you to FBDB. However, you can usually get FBDB services through your banker. This Crown corporation gives particular attention to the needs of small- and medium-sized businesses, providing loans, loan guarantees and planning and investment banking.

4. Other Sources

You can also get financing through venture capital companies, leasing companies, alliances (joint ventures, etc.) with other private companies, and private and public placements of equity.

The federal and provincial governments offer a wide range of services and programs to help exporters to the United States. For example, there are several Canadian Consulates with Trade Commissioners across the United States, providing a valuable source of contacts and logistical support. Call or fax the appropriate official in the region you selected for help in implementing your export plan.

As well, Doreen Conrad (613-944-9440) of External Affairs and International Trade Canada (EAITC) in Ottawa is responsible for promoting exports of Canadian services to the United States. She plans several events that could help you enter the market.

The following are other programs and activities that you may find beneficial:

1. Marketing Information and Assistance

The International Trade Development Branch of EAITC administers the following programs:

a) The Program for Export Market Development (PEMD) is a cost-sharing assistance program that helps your company participate in, or undertake, various types of export promotion activities such as trade fairs, visits outside Canada to identify markets, incoming visits of foreign buyers to Canada, project bidding and formulating marketing agreements. Contact the nearest International Trade Centre for information.

b) The World Information Network for Exports (WIN Exports) is a computerized directory of Canadian exporters designed to help trade development offices around the world respond to opportunities identified in their territory. Listing your firm with WIN provides you with export opportunities.

c) The Info Export Toll Free Number (1-800-267-8376) provides information and answers general questions on exporting.

2. Industry and Market Studies, Directories and Seminars

EAITC and Industry, Science and Technology Canada (ISTC) publish market studies and directories. They also sponsor seminars and workshops for industry groups on specific subjects. A list of ISTC contacts is included in this kit.

3. Mission Programs

EAITC sponsors various incoming and outgoing missions where you can meet key decision-makers from the United States. This program includes New Exporters to Border States (NEBS) missions that walk your firm through the entire exporting process and can help you meet potential U.S. partners.

4. Trade Shows

These are one way you can introduce new services, raise awareness about your capabilities, establish representation and do business. EAITC often establishes a Canadian pavilion at trade shows. Sectoral marketing officers keep lists of U.S. trade shows that may interest Canadian firms.