
VI. FEDERAL EXPORT ASSISTANCE

Market Advisory Services

As a service to Canadian business, the federal government maintains Trade Commissioners in 67 countries around the world. These representatives provide assistance to Canadian exporters and assist foreign buyers in locating Canadian sources of supply. In addition to serving as a link between buyer and seller, the Trade Commissioner advises Canadian exporters on all phases of marketing, including the identification of export opportunities, assessment of market competition, introduction to foreign businessmen and government officials, screening and recommending agents, guidance on terms of payment and assistance with tariff or access problems. Trade Commissioners also play an active role in looking for suitable markets and encouraging promotional efforts.

An additional source of information is the USSR and Eastern Europe Trade Development Division (RBT) at the Department of External Affairs in Ottawa. Trade Commissioners in Belgrade are in constant contact with their counterparts in this Division. For more information, please write to:

USSR and Eastern Europe

Trade Development Division (RBT)

Department of External Affairs

Ottawa, Ontario

K1A 0H5

Telephone: (613) 993-4884

Telex: 053-3745.

This office can provide:

- general market information, on Yugoslavia as well as an assessment of the market for particular products;
- information on Yugoslav tariff rates, regulations, licensing, non-tariff barriers, product standards, required documents, etc.; and
- publications, including other Guides for Canadian Exporters, and country briefs on smaller markets.