

Trade commissioners are located at the Canadian Embassy in Beijing, the Consulate General in Shanghai, the Consulate in Guangzhou, and the Commission in Hong Kong to help Canadian business gather market intelligence and establish contacts. Their mandate complements that of their colleagues in International Trade Centres (ITCs) across Canada and in other federal departments and provincial or territorial governments, who help prepare Canadian firms to become export-ready prior to leaving Canada.

#### *Market Information and Analysis*

Timely and accurate market information and analysis is indispensable for new exporters planning their entry into the China/Hong Kong market and for more experienced companies adjusting their business strategies to take advantage of emerging opportunities. The provision of forward-looking regional, sectoral or subsectoral market studies will continue to be an important feature of the Trade Commissioner Service. These studies permit speedy responses to requests for basic market information and allow trade commissioners to dedicate the bulk of their time to offering higher value-added, company-specific market intelligence and counselling services.

The large repertory of current market publications prepared or commissioned by Canadian trade commissioners in China and Hong Kong is an easily accessible first source of information and analysis for Canadian companies. Details on how to obtain copies through DFAIT's InfoCentre, FaxLink Service or Internet

Worldwide Website are provided at the end of this document.

#### *Market Intelligence*

Customized market intelligence, advice and counselling are the most valuable services that trade commissioners can offer to Canadian businesses in the China and Hong Kong market. This typically involves commercially sensitive information needed to implement a market entry strategy or to overcome an obstacle, and as such is treated on the basis of strict confidence. Trade commissioners can also facilitate contacts with potential customers, agents and partners, and offer suggestions for accounting, consulting, hospitality, legal, financial and other services.

#### *Market Access Advocacy*

Trade commissioners are mandated to advise, counsel and assist companies in resolving specific market access problems in consultation with host government officials. Although the gradual integration of China into the multilateral trading system should help to eliminate or reduce many barriers to trade, many products and services continue to face impediments and require constant vigilance and advocacy by the Trade Commissioner Service. Interaction between Canadian business and Canadian officials in China and Hong Kong is essential to ensure that these efforts are closely targeted on real problems experienced in the marketplace.