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Services are provided to clients that:

- offer a product or service with 50 percent or more Canadian content
- are likely to generate economic benefits for Canada.

Exercise judgement when applying this policy.

Questions and Answers:

Q. What is meant by significant Canadian content?

A. Canadian content of approximately 50 percent or more, as per the practice of the Program for Export Market Development ([see related case](#)).

Q. What is meant by economic benefits for Canada?

A. This means economic benefits obtained from products or services that derive from research, development, design, management, assembly, finishing and completion or maintenance performed in Canada. In other words, did the product or service acquire significant value-added in Canada? Cases where this may apply include reconditioned used parts such as industrial machines or second-hand products such as used clothing and cars.

Q. When in doubt, how do I determine the Canadian content and the economic benefits to Canada?

A. Contact the company to obtain this information. Exercise judgement when asking clients about Canadian content. If you are still in doubt after receiving this information and unsure about whether to provide the service, contact the Post Support Unit at the Trade Commissioner Service, Overseas Operations Division, in Ottawa.

Specific Cases

Q. Should I provide services to the subsidiary of a Canadian company trying to sell, in my territory, a product it manufactured in a third country?

A. Yes, if you are satisfied that the value developed in Canada through research, engineering, manufacturing, marketing or servicing is significant enough to justify your involvement.

Example: A Canadian telecom company which has developed and designed a telephone in Canada, manufactured it in China, and now seeks our services to sell or distribute it in Australia.

Q. Do I provide services to a Canadian company that is trying to sell a foreign product or service in my territory which, in my opinion, doesn't have significant Canadian content or is not likely to generate economic benefits for Canada?

A. You should not provide services if the product does not have at minimum

