

Although exporting can appear daunting at times, especially to new exporters, the good news is that you don't have to go it alone. The Canadian Trade Commissioner Service (TCS) and the Department of Foreign Affairs and International Trade (DFAIT) along with other government departments and agencies offer a broad range of valuable programs and services to help you do business abroad. To learn more about our programs visit <http://www.infoexport.gc.ca/ie-en/OtherServices.jsp>

REGISTER AS A CLIENT

If you have researched and selected the target markets for your products, services or technologies, we invite you to register as a client of the Trade Commissioner Service. Registering with us will give you:

- free access to our six core services in your target market;
- free access to your own Virtual Trade Commissioner Web page with personalized information on your target markets according to your industry sector;
- international business leads from the International Business Opportunities Centre;
- free international promotion of your company — like having an endless supply of marketing brochures on the desks of our trade commissioners around the world.

For more information, go to <http://www.infoexport.gc.ca/ie-en/login.jsp>

PROGRAM FOR EXPORT MARKET DEVELOPMENT (PEMD)

PEMD provides financial assistance to companies and trade associations to help them develop new export markets on a cost-shared basis. The Program is available to Canadian companies with annual sales between \$250,000 and \$10 million. Eligible costs are shared on a fifty-fifty basis, with the repayable contribution based on the company's export success.

To learn more, contact your nearest International Trade Centre, visit <http://198.103.104.42/pemd/menu-e.asp> or call 1-888-811-1119.

PROGRAMS FOR NEW EXPORTERS

There are a host of programs to help you learn about international markets and how to gain access to them. These include the New Exporters to Border States (NEBS) program, targetted at new-to-exporting companies keen to enter the American market; EXTUS, a program for Canadian companies already exporting to the U.S. border states that wish to expand into other U.S. market regions.

For more information, visit <http://www.strategis.gc.ca>

TEAM CANADA AND BUSINESS DEVELOPMENT MISSIONS

Targetting specific, promising markets for exporters, the Team Canada missions and DFAIT's business development missions are an important component of Canada's efforts to increase trade and investment and create jobs and growth in Canada.

Find out how to join a mission, get details of previous Team Canada and business development missions and access a list of success stories and testimonials by visiting the Team Canada Web site at <http://www.tcmec.gc.ca/welcome-e.asp> or calling 1-613-944-2520 for more information.

INTERNATIONAL BUSINESS OPPORTUNITIES CENTRE (IBOC)

Discover a World of Business Leads — e-Leads®

Through IBOC's electronic leads system, e-Leads®, international business leads can be delivered from foreign buyers to the desktops of Canadian companies. Canadian companies are invited to subscribe free of charge to the Centre's electronic leads service by completing a profile which captures export activity preferences by products, services and priority markets.

Visit <http://www.eleads.ca/cancompanies/default-e.asp> or call 1-888-811-1119 for more information.

MARKET REPORTS

The Trade Commissioner Service's Market Research Centre produces timely market information to help Canadian exporters identify new markets for their products and services. Country and sector-specific market reports and market briefs cover a broad range of business interests — everything from agri-food and bio-industries to information and communication technologies. Over 1,000 market reports and market briefs are currently available on the TCS international trade Internet page, InfoExport, at

<http://www.infoexport.gc.ca> (<http://www.infoexport.gc.ca/ie-en/EServices.jsp>).

ON-LINE EXPORT INFORMATION

Exportsource

Whether you are new to exporting or have years of experience, Exportsource is Canada's most comprehensive on-line source for export information.

Find the information you need quickly and efficiently by visiting <http://www.exportsource.gc.ca> or calling 1-888-811-1119.

CanadExport

DFAIT's bi-weekly international trade and investment newsletter.

CanadExport is available on-line at <http://198.103.104.42/canadexport/menu-e.asp>



Visit the EDC Web site at <http://www.edc.ca> or call the EDC Hotline at 1-800-850-9626.

Department of Foreign Affairs and International Trade (DFAIT)

For information on DFAIT's Young Entrepreneurs programs and services, contact:

Debrah Boucher
 Trade Commissioner
 (Young Entrepreneurs)
 Tel.: 613-996-1083
 E-mail: tcm@dfait-maeci.gc.ca

Canadian business perceptions

Exporting to the European Union

As part of the on-going Canada-European Union Trade Initiative (ECTI) to enhance the development of bilateral flows, the Minister for International Trade Pierre Pettigrew and the European Union's Commissioner for trade Pascal Lamy agreed to examine business attitudes to barriers to Canada-EU trade and investment. Ipsos Reid was commissioned by the Department of Foreign Affairs and International Trade (DFAIT) to survey Canadian business perceptions of exporting to the European Union.

The survey was also supported by the Departments of Industry, Natural Resources, Agriculture and Agrifood, and Fisheries and Oceans. The European Commission is doing a similar survey of European business attitudes.

Survey covers all sectors across Canada

The survey covered 639 exporters to the EU, as well as 161 non-exporters, large, medium and small, in all industry sectors, including services, across Canada.

Overall, 52% of goods exporters consider their trade with the EU to be relatively problem-free. The main challenges to exporting to the EU were: price competitiveness, transportation costs and the cost of creating a marketing network.

Fifty-one per cent of exporters who encountered problems exporting to the EU said that tariffs were a challenge, particularly in the mechanical equipment, food and seafood products sectors. Respondents were also asked whether packaging, labelling, certification, health and health and safety

standards were a problem. Only in the case of certification did the positive response register above 50%. However, 66% of exporters identified at least one of these regulatory issues as a concern.

Factors contributing to success

Exporters were also asked what were the factors in their success. The two factors reported by a majority were a unique product and price competitiveness.

By far the greatest factor affecting a decision by 102 companies not to export to the EU was a decision to concentrate on the US market.

Among the 118 companies with subsidiaries in the EU, proximity to the market, reduced shipping costs and delivery times, and tariff avoidance on finished goods were the main factors influencing the decision to invest. Service exporters (17%) were found to

be more likely to have a local office in the EU than goods exporters (8%).

Strong support for a free trade agreement

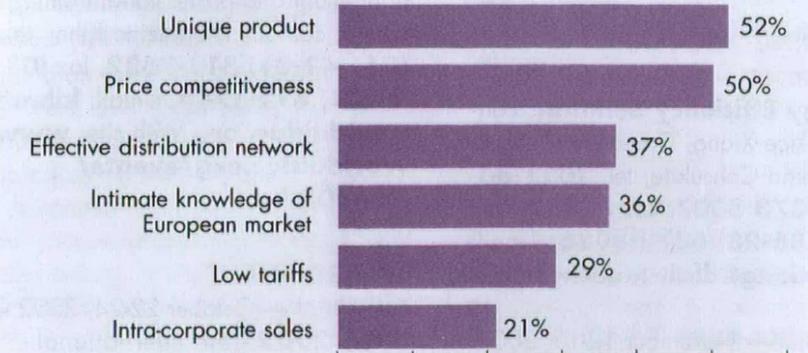
The vast majority (87%) of respondents in all sectors are supportive of a free trade agreement with the European Union. Sixty-two per cent of the firms included in the study would expect an increase in their exports to the EU, 53% would increase their marketing efforts in the EU, and 35% would be more likely to establish a permanent presence there.

The strongest positive responses came from the agriculture, chemicals, fisheries, plastics and textiles sectors. At the same time, two of these sectors, plastics and chemicals, would expect increased competition from EU imports.

The 85-page survey should be available soon on DFAIT's Web site at www.canadaeuropa.gc.ca/canada-eu-e.asp

For more information, contact Fred Veenema, Senior Trade Relations Advisor, European Union Division, DFAIT, tel.: (613) 944-2059, fax: (613) 944-0034, e-mail: fred.veenema@dfait-maeci.gc.ca *

Factors affecting success entering the EU market*



* Base: 588 respondents who export goods to the EU