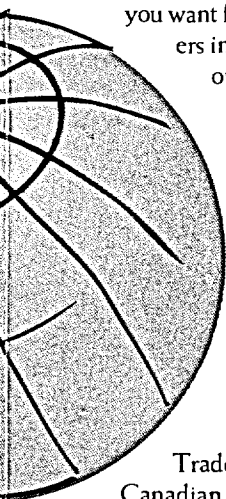


**B**ring Home the Business! Do you want to take full advantage of business opportunities in offshore markets? Identify specific export opportunities? Simplify investment and technology transfer arrangements with foreign firms? If this is what you want for your company, then trade commissioners in Canadian embassies and consulates overseas, in International Trade Centres (ITCs) across Canada and in headquarters at the Department of Foreign Affairs and International Trade (DFAIT) in Ottawa can help you. This pamphlet suggests various ways in which trade commissioners can help you locate and develop markets for your goods and services. It also offers tips to help you avoid some of the pitfalls that often plague novice exporters.



Trade commissioners work in partnership with Canadian industry to further Canada's trade and economic objectives abroad. In promoting our capabilities, they seek to place in the mind of the foreign buyer the question "why not a Canadian supplier?" Trade commissioners are constantly matching local export opportunities with Canadian firms as found in the WIN Exports database. As well, they provide Canadian exporters with advice on various sectoral initiatives and local promotions, access issues, local and foreign agents, and Canadian federal and provincial government assistance programs to help offset company costs.

If you are serious about exporting, your very first step should be to consult your nearest International Trade Centre to decide the best countries to approach before contacting trade commissioners abroad.

Dept. of External Affairs  
Min. des Affaires extérieures

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