

NOTE TO FIRST-TIME EXPORTERS:

Before contacting Canadian missions around the world, it is recommended that you discuss your plans with a trade commissioner in one of the International Trade Centres located in the offices of Industry, Science and Technology Canada (ISTC), who can advise you on potential markets and methods of doing business abroad. International Trade Centres are also administering a number of export related programs including the Program for Export Market Development (PEMD) which can pay up to 50% of your expenses to explore export markets, participate in foreign trade fairs, etc. International Trade Centres will also register your company in the World Information Network for Exports (WIN) which is the primary sourcing tool used worldwide by Canadian trade commissioners to match Canadian sources of supply for goods and services with international opportunities. For the address of the International Trade Centre (ITC) nearest you, see listing on the following page.

INTRODUCTION

This Directory lists all Canadian missions abroad with foreign trade, investment and tourism responsibilities. The names of heads of missions have also been included, together with those of officers with responsibility in the commercial, economic, and tourism fields.

You should feel free to communicate directly with the commercial section at any mission. In addition, the head of mission, as overall manager of the mission is ready to assist on matters you might prefer to bring to his or her attention. In such cases, you should get in touch directly.

Missions which do not have a resident trade commissioner are indicated with an asterisk and the location of the trade office for the area is given. Where appropriate, territorial cross-references are also provided.

While changes occur frequently, every effort has been made to keep the Directory as current as possible.

In addition to its missions abroad, the Department of External Affairs has international marketing sector units and geographic trade divisions in headquarters in Ottawa (see listing on pages 2-3). The main function of these divisions is to promote Canadian exports and economic growth by keeping the Canadian business community well informed about market opportunities in each product and service sector and region.

How to Use Your Trade Commissioner Effectively

When contacting Canadian embassies, high commissions or consulates abroad you should ensure that letters and telexes contain detailed information to clearly identify the assistance you require. It is recommended that companies develop a systematic marketing plan and contact only those trade commissioners in the target market area.

If it is the first time you are contacting a particular trade commissioner you should ensure that the following information is provided:

- your name
- full name and address of your company
- your telephone number with area code
- your telex number with answerback
- your facsimile number
- precise description of your product(s) or service(s) and their use (Avoid use of abbreviations which could lead to confusion)
- your marketing plan: direct sales, agency agreements, manufacture under licence, etc.
- target markets
- export experience – where else are you exporting?
- the mission should be supplied with at least five copies of your product literature – as a follow-up to your telex or as an inclusion in your letter

It is also useful to ensure that trade commissioners are aware of any agents you may already have and any agent changes that you make.

More information concerning the trade commissioners' role is available in the publication, *So You Want To Export?* Call Info Export at the following telephone number to obtain a copy.

For more information or to obtain other trade publications, or for extra copies of this Directory, please contact:

Info Export (BTCE)
Department of External Affairs
125 Sussex Drive
Ottawa, Ontario
K1A 0G2
Toll Free: 1-800-267-8376
Local callers: 993-6435