

NEW TO THE WORLD OF EXPORTING?

Get closer to success with your Virtual Trade Commissioner

Your organization is preparing to export, but with so much information out there, where do you begin? Am I ready to export? Are my export plan and marketing strategy sound? Do I have the resources to export? How do I establish the right business relationships in my target market? The answers and assistance you need are at your fingertips.

Now, in collaboration with the Regional Offices of the Canadian Trade Commissioner Service, the Virtual Trade Commissioner can help smooth your company's path to exporting.

How does it work?

Through your Virtual Trade Commissioner—an interactive Web page tailored to your company's international business interests—you can access our network of trade commissioners across Canada, request export services on-line and receive business leads and current information targeted to your sector and markets. Registering for your Virtual Trade Commissioner will give you a full range of trade development services and assistance from your Regional Office, including:

• One-on-one export help

We help you implement your export strategy and recommend other specialized export services.

• Market and industry information

We analyze and provide up-to-date foreign market information and business intelligence to guide your export strategy and plans.

• Advice on export financing

We offer valuable advice on export financing, including information on costs and risks of entering and expanding in foreign markets.

• Trade fairs, missions and events

We provide recommendations for trade fairs and trade missions that match your company's needs.

Exporting can be challenging, but you don't have to go it alone. Register today for your Virtual Trade Commissioner at

www.infoexport.gc.ca

CANADEXPORT supplement

BUSINESS OPPORTUNITIES in the Andean Region

OCTOBER
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Did you know that Canada exported more to the Andean region in 2004 than to the Mercosur countries of Brazil, Argentina, Paraguay and Uruguay combined? That year, Canadian exports to the Andean region reached \$1.2 billion!

Blessed with significant natural resources including ore, minerals, petroleum, natural gas, vast tropical forests and extensive coastlines, as well as good conditions for agricultural development, the Andean region offers wide-ranging opportunities for Canadian companies. More importantly, the region, which includes Bolivia, Colombia, Ecuador, Peru and Venezuela, offers significant potential in sectors where Canadian firms have strong capabilities and a clear competitive advantage.

Growing exports to the region, coupled with a significant increase in Canadian foreign direct investment, highlight not only the strength of the local market, but also the Canadian ability to meet the needs of the Andean countries for social and economic development.

Andean countries share many characteristics and when viewed as a region, the true scale of opportunities offered becomes clear. The area has a total population of over 120 million and had a combined GDP of \$415 billion in 2004.

Canadian exports and investments have traditionally been concentrated in extractive and primary resources; in industries such as mining and oil and gas. In addition to these sectors, there is room for significant growth in non-traditional areas, including wireless, geomatics and security technologies, as well as environmental technologies and services, to mention but a few.

We invite you to explore this supplement and find out more about some of the key opportunities that lie within the Andean market.

Given Bolivia's complex political and social environment, we strongly recommend that close contact be maintained with the Trade Commissioner Service to explore opportunities in a number of sectors.

SECTORS WITH OPPORTUNITIES SPANNING THE REGION:

- information and communications technologies (ICT);
- environmental technologies and services;
- oil and gas (exploration, production, equipment and services); and
- mining equipment and services

QUICK FACTS

- Canadian exports to the Andean region increased by 37% in 2004.
- Total bilateral trade was up 48% over the same period.

