

Taking Advantage of TCS Expertise — from page 5

President of I.P. Constructors Ltd. of Calgary, which designs and manufactures oil and gas processing equipment, and designs and installs turnkey plants for the oil and gas industry. "We believe that the Canadian government, through its trade officers at our embassies overseas, does an excellent job of supporting Canadian exporters in helping us gain access to new markets."

One small step

With large, medium and small businesses taking advantage of the expertise offered by Canadian trade commissioners worldwide, it is likely we will see changes in the Service to reflect the ever-changing needs of their clientele, says DFAIT's Kilpatrick.

"John Larke would be heartened by the rapid growth of Canada's trade over the past 100 years," he said. "As Canada's first trade commissioner, he was the inspiration for the current crop of trade officers, who work hard to ensure that Canadian businesses have a chance to compete and succeed in today's global marketplace."

But Kilpatrick adds there are still challenges ahead for the Canadian Trade Commissioner Service.

"Trade with other countries has always been crucial to Canada's prosperity, but especially so today. One-third of Canadian jobs and one-quarter of this country's wealth depend on international trade," he said. "Business is adapting to meet the demand of the global marketplace, and we have to move ahead with them. The 21st century promises to be an exciting time for the Canadian

Trade Commissioner Service."

For more information, contact: Leslie Fulton, TCS Centenary Media Relations, Ottawa. Tel.: (613) 724-5946; or Media Relations Office, Department of Foreign Affairs and International Trade, Ottawa. Tel.: (613) 995-1874.

To gain access to a trade commissioner, you're advised to first contact the International Trade Centre (ITC) in your area. The local officers will assist you in assessing your needs, and put you in touch with the appropriate trade commissioners. Their job is to help new and experienced Canadian

exporters take advantage of export markets. Your local ITC performs a wide range of services that include providing market information and intelligence, one-on-one export counselling and a link with trade commissioners overseas.

To locate the International Trade Centre nearest you, and to gain access to information about other departmental programs and services, call DFAIT's toll-free InfoCentre: 1-800-267-8376 (Ottawa-area: 944-4000). A FaxLink — an interactive fax information service — can be reached by dialing 613-944-4500 from the handset on your fax machine.

What a Trade Commissioner Can Do For You

- provide basic and specific export counselling
- help identify market opportunities
- help develop an international marketing plan
- help promote your company to international customers
- provide information on technology transfer and joint-venture opportunities
- arrange trade-related conferences and seminars
- advise on marketing channels
- recommend trade fairs and missions
- identify qualified foreign agents
- help find credit and business information on potential partners
- assist in solving problems with duties, taxes or foreign exchange
- advise on a country's trade, cultural, business and financial environment and practices
- recommend which federal and provincial government assistance program is right for you.

Your First Step?

Contact the International Trade Centre (ITC). Located across Canada, ITCs help new and experienced Canadian exporters take advantage of export markets.

Call the InfoCentre at the Department of Foreign Affairs and International Trade — 1-800-267-8376 (Ottawa-area: 944-4000) — to find the ITC nearest you.