

Mr. Michael Nepinak
Puerto Rico; sporting goods,
machinery, mining packaging,
special projects
Tel: (613) 944-6134

Mr. John Kern
Deputy Director (Tourism)
Tel: (613) 944-8823

Mr. Michel Lemay
Tourism: business travel, WIN
tourism, tourism budgets
Tel: (613) 944-6903

U.S. Trade and
Economic Policy

U.S. Trade and Economic
Policy Division (UEP)

Ms. Elaine Feldman
Director
Tel: (613) 944-2014

Mr. Dennis Seebach
Tel: (613) 944-4797

U.S. Trade Relations Division
(UER)

Fax: (613) 944-0058

Mr. Bertin Côté
Director
Tel: (613) 944-2034

Mr. Keith Aird
Deputy Director
Tel: (613) 944-4777

Mr. W.G. (Gib) McEwen
Government Procurement
Tel: (613) 944-2059

Ms. Goldie Schermann
Automotive and Standards
Tel: (613) 944-2069

Ms. Dianne Staruch
Alcoholic Beverages and Fisheries
Tel: (613) 944-2058

Ms. Andrea Lyon
Deputy Director
Tel: (613) 944-6581

Ms. Lynne Cameron
Grains & Oilseeds
Tel: (613) 944-5806

Mr. Martin Charron
Meat and Dairy
Tel: (613) 944-2107

Mr. James Stone
Horticultural and Food Products
Tel: (613) 944-2100

Mr. Ray Rush
Deputy Director
Tel: (613) 944-2055

Mr. Ray Buciak
Tariffs
Tel: (613) 944-5070

Mr. Irving Rosenfeld
Customs Procedures
Tel: (613) 944-5047

Vacant
Labelling
Tel: (613) 944-1015

Trade
Commissioner
Service Abroad

How Trade
Commissioners
Assist Exporters

Trade Commissioners abroad can
help you:

- promote your company to local customers;
- advise on marketing channels;
- recommend appropriate trade fairs;
- identify suitable foreign firms to act as your agent;
- help you find credit and business information on potential foreign partners;
- intercede to help solve problems with duties, taxes or foreign exchange;
- advise you on a country's current trade, business and financial environment and practices; and
- advise and assist you with foreign joint ventures and licensing.

It is recommended that you develop a systematic marketing plan and contact only those Trade Commissioners in your target market area. For help in developing your plan, contact your nearest International Trade Centre.

Informing the Trade
Commissioner

The first time you contact a particular Trade Commissioner abroad, please provide the following information:

- your name and title;
- 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 abbreviations);
- your marketing plan: direct sales, agency agreements, manufacture under licence;
- target markets;
- export experience - Where else are you exporting?;
- five copies of your product or service literature preferably in colour and with a multilingual copy (as a follow-up to your telex or as an inclusion in your letter);
- a detailed description of the assistance you need;
- a summary of your discussions, and the results, with Trade Commissioners in Canada; and
- names and addresses of agents you have appointed.

Trade Missions
Abroad

The Trade Commissioner Service of External Affairs and International Trade Canada currently has over 125 offices around the world. When your company has identified export markets of interest, contact the commercial section of the appropriate mission. In addition, the head of mission is ready to assist on matters you prefer to bring to his or her attention.

NOTE: All time differences are based on Eastern Standard Time (E.S.T.). Canada observes Daylight Savings Time from the first Sunday in April to the last Sunday in October. Consideration should be given to this Canadian custom when placing overseas calls. Not all provinces in Canada nor all countries in the world observe Daylight Savings Time.