



Virtual Trade Commissioner
Access a World of Trade Knowledge

Our services abroad for Canadian business clients

Whether you are ready to ship your latest products to Buenos Aires, to meet with a potential investor from Denmark or to enter a technology partnership with a Japanese company, the Trade Commissioner Service is here to help.

Our fields of expertise are trade, investment and science and innovation.

With a network of 900 trade commissioners in 12 regional offices across Canada and in over 140 cities around the world, the Canadian Trade Commissioner Service helps new and experienced Canadian companies that have researched and selected their target markets.

More than 800 members of the Canadian Trade Commissioner Service work for Canadian business all over the world. Knowledgeable of the local customs and business practices, these trade commissioners work with Canadian companies who have targeted their markets, and promote the economic interests of Canada in the global marketplace.

All our offices abroad provide the following six core services to Canadian companies that have researched and selected their target market.

Market prospect

We will help you assess the potential in your target market and provide advice on doing business in the market, including an indication of major barriers, regulations and certifications, as well as suggested next steps.

Key contacts search

We can provide you with a list of qualified contacts in your target market. These contacts have the local knowledge you need to refine and implement your market entry strategy. The list can include potential

buyers and partners, financial institutions, technology sources, agents and manufacturers' representatives.

Local company information

We will provide information on local organizations or companies you have identified.

Visit information

Once you decide to visit the country in which you want to do business, we can provide practical advice on timing and organizing your trip, including lists of local hotels, interpreters and translators, local support services and notification of trade events and activities happening during your visit.

Face-to-face briefing

One of our trade commissioners will meet with you to discuss your future needs, the most recent developments in your target market, as well as a follow-up plan on your visit.

Troubleshooting

We provide advice on resolving market access problems and other business challenges.

For more information, go to www.infoexport.gc.ca and select Our Offices Abroad.

With the Virtual Trade Commissioner, increase your chances of success in markets abroad. This tool provides export services, business leads, market information and direct access to our network of Trade Commissioners in Canada and around the world, as well as our partners' services. To register, go to:

www.infoexport.gc.ca

Export promotion: more funding, more reach

The Program for Export Market Development (PEMD) for Associations will help more Canadian exporters succeed abroad this year following a record funding announcement of \$4.7 million.

The money will go to 64 national trade associations in 16 industrial sectors.

Since 2001, the Government of Canada program has steadily increased in size. As a result of this year's competition, 11 more client associations will benefit from \$1.7 million in additional funding.

The program provides financial support to national sectoral associations on a cost-shared basis for export promotion. The funding allows associations to develop international marketing tools, help Canadian businesses participate in trade fairs and missions overseas, and organize visits by potential international buyers.

In other words, the government program allows small and medium-sized enterprises to benefit from export development activities they would not necessarily be able to undertake on their own.

Benefits may exceed \$20 million

One client association, the Canadian Association of Mining Equipment and Services for Export, is a case in point. Last year, the association helped Canadian companies participate in 12 international trade exhibitions. Organizers estimate that the companies obtained nearly a thousand sales leads at these exhibitions and signed immediate and near-term contracts worth \$9.5 million.

These prospects may exceed \$20 million as business relationships are developed.

"Canada's prosperity hinges on our businesses succeeding in the global economy, and our trade associations have become a significant resource to help them succeed," says David Emerson, Minister of International Trade, who announced the funding at the Canada Export Centre in Vancouver (see box). The government's funding is expected to result in millions of dollars in increased sales and prospects for future sales. Given the program's success, it was

renewed in 2004 for another five years—good news for Canadian exporters.

For more information about the Program for Export Market Development for Associations, go to www.international.gc.ca/pemd.

Canada in a showroom

Located within two blocks of the World Trade Centre and the Vancouver Convention and Exhibition Centre, the Canada Export Centre is a permanent and high-profile export sales and exhibition facility. Showcasing hundreds of Canadian products and services, this facility is Canada's only permanent export-focused trade show.

Opened last year, the centre supports Canada's exporters by attracting inbound trade delegations and visiting business people looking for trade opportunities. In its first year of operation, the centre generated over \$54 million in contracts for its exhibitors.

The centre will soon be the site of a partnering project between the Program for Export Market Development (PEMD) for Associations and its clients. The associations will use PEMD funds to showcase their members and sectoral capabilities to the constant influx of international delegates and business people.

For more information on the Canada Export Centre, go to: www.canadaexportcentre.com.

