

- identifying suitable foreign firms to act as agents;
- helping find credit and business information on potential foreign partners;
- interceding to help solve problems with duties, taxes or foreign exchange;
- advising on a country's current trade, business and financial environment and practices; and
- advising and assisting with foreign joint ventures and licensing.

Canadian businesses are advised to develop a systematic marketing plan and contact only those trade commissioners in their target market area. Assistance in developing a marketing plan is provided by the International Trade Centres located across Canada.

Geographic Trade Divisions

Trade officers in DFAIT's geographic branches in Ottawa provide advice and information about doing business in a particular country or region of the world. Officers for individual countries can identify promising export markets, help companies prepare for visits to potential markets, arrange participation in trade fairs, and involve exporters in visits to Canada by foreign buyers.

Further information can also be obtained from the Department's *Directory of the Canadian Trade Commissioner Service*, which provides the complete address, telephone and fax numbers for trade commissioners in Canada and abroad as well as other information of interest to Canadian exporters, or through the DFAIT InfoCentre in Ottawa.

International Trade Centres

DFAIT and Industry Canada have established International Trade Centres (ITCs) in cities across Canada to provide a "one-stop" trade service to Canadian firms that are export ready or currently involved in international business.

International Trade Centres offer a full range of trade development services, including:

- export counselling;
- information on international markets;
- identifying market opportunities;
- developing international marketing plans;
- providing information on technology transfer and joint-venture opportunities;
- helping to access export programs and services such as the Program for Export Market Development (PEMD);
- recruiting participants for trade fairs and missions abroad;
- recommending trade-related conferences and seminars; and
- supplying trade publications produced by DFAIT and other federal departments.

International Trade Centre offices are located in the following provinces:

Newfoundland

International Trade Centre

P.O. Box 8950

Atlantic Place

215 Water Street, Suite 504

St. John's, Newfoundland A1B 3R9

Telephone: (709) 772-4782 Fax: (709) 772-2373

Prince Edward Island

International Trade Centre

P.O. Box 1115

75 Fitzroy Street, Suite 400

Charlottetown, Prince Edward Island C1A 7M8

Telephone: (902) 566-7443 Fax: (902) 566-7450

Nova Scotia

International Trade Centre

P.O. Box 940, Station M

1801 Hollis Street

Halifax, Nova Scotia B3J 2V9

Telephone: (902) 426-7540 Fax: (902) 426-2624