

IV. SERVICES FOR CANADIAN EXPORTERS

The Department of Foreign Affairs and International Trade (DFAIT) through its posts in Beijing, Shanghai and Hong Kong, as well as through its International Trade Centres across Canada, can assist Canadian businesses access opportunities in China and guide them on their export initiatives. The services offered the Government of Canada represent only part, albeit an important part, of the support available to Canadian businesses interested in the China market. As the market becomes more diversified and complex, specialized services are in increasing demand; a number of Canadian legal, accounting and consulting firms are proficient in providing guidance. Many Canadian exporters have found effective representation in the China market through agents and representatives based in Hong Kong and elsewhere in the region, including in China itself. What follows is a brief menu of services and activities available from the public and private sectors.

Trade Promotion

- **Trade Fair Participation** — Participating in trade fairs in China can be a very expensive and time-consuming undertaking. There are numerous shows and exhibits sponsored on national or regional levels throughout the PRC. Therefore it is recommended that Canadian companies research beforehand the appropriateness and merits of a particular trade show, ensuring that visitors to the show will be qualified potential buyers. DFAIT, along with Canadian exporters, participates in a limited number of trade shows each year. These are focussed on priority sectors and are usually limited to proven venues in the major centres, such as Beijing, Shenzhen, and Guangzhou.