

Resolving problems along the way

Issues are bound to arise. It could be a common problem that many businesses have faced abroad or an issue exclusive to your organization that requires a unique solution. Whatever it is, the TCS is here to help.

Although we can't enter into private disputes or act on your behalf in legal situations, we can advise on market access problems and other business challenges. The TCS has helped Canadian companies solve problems abroad for more than 100 years. As officials of the Government of Canada, Trade Commissioners have the necessary access, credibility and experience to open doors.

"There is no universal law to exporting. Every country has different customs and rules and this can be a challenge."

Unawareness of the particularities of the Cuban market was an issue for Imaging Dynamics Company (IDC) as it sought to pursue business development in that country. The medical technology supplier from Calgary had learned about an opportunity to provide equipment for digital x-ray rooms, but was uncertain how to enter the bidding process.

IDC contacted the Trade Commissioner Service to see if there was anything it could do.

"We felt we had the best product to offer, but didn't have access to decisionmakers. We contacted our Trade Commissioner and she put us in contact with someone in Cuba. That person called the next day to invite IDC to bid on the contract. Now we know there are two ways to do international business: by trial and error or with the expertise of the TCS."