

# IBOC Confident Matchmaker – Continued from page 1

## Business Benefits

Canadian businesses benefit from IBOC's services by receiving accurate and timely information about opportunities in international markets.

At the same time, foreign businesses benefit by being put in touch with decision makers at interested and capable Canadian companies.

Companies wanting to ensure they are in a position to receive these benefits should register — at the nearest International Trade Centre — with the *WINEExports* database (see box page 3), or with the *Canadian Company Capabilities* database online at <http://strategis.ic.ca>.

## Achievements

Since its establishment September 15, 1995, IBOC has:

- \* contacted more than 8,000 Canadian companies — in direct response to the more than 4,000 business leads from around the world;

- \* staffed the Centre with personnel from the Department of Foreign Affairs and International Trade (DFAIT), Industry Canada (IC), and Agriculture and Agri-Food Canada (AAFC), and the Canadian Commercial Corporation;

- \* trained staff and 440 trade commissioners and commercial officers from 108 posts around the world, and DFAIT's geographic branches) in IBOC procedures;

- \* negotiated working procedures with the International Trade Centres (ITCs) in the provinces; and

- \* produced a promotional video based on testimonials from Canadian industry.

## Aims

In addition to measuring and reporting the service's impact on jobs and growth, IBOC aims to enhance the quality of incoming enquiries and to increase the rate of business opportunities actioned from the current 3,400 per year to 6,000 annually.

While constantly improving its networking and sourcing systems, IBOC is developing and implementing a "case management system" that is compatible

with and will improve upon the *WINEExports* (DFAIT) and *Canadian Company Capabilities* (IC) databases, sourcing tools that list some Canadian companies that are exporting or interested in exporting to markets around the globe.

## Contact

More detailed information is available by contacting the **International Business Opportunities Centre (IBOC)**, Department of Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa K1A 0G2, Tel.: (613) 944-6000; Fax: (613) 996-2635.

Notices forwarded by IBOC are on *CanadExport On-line*.

# Taiwan Agri-food Market

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there are barriers to trade," says Wong. "To succeed in the Taiwan market, you need a local agent. Without this link, you cannot do business in Taiwan", he advises.

Other impediments or minor irritants include:

- The climate makes packaging extremely important. It must withstand heat and humidity. A container ship takes 20 days to arrive at Taiwan from Canada. Expect a month delivery time.

- New labelling laws demand that packaging be in Chinese. Most larger companies have fluent English speakers, but at the primary agriculture level, English fluency should not be expected.

## Competitive advantage

"Canadian agri-food industries will see a healthy trade relationship develop in Taiwan."

Wong concludes: "Canada has a reputation for high quality products. This competitive advantage makes Taiwan a perfect target for Canadian trade opportunities."

## Contacts

On hand to help Canadian exporters interested in the Taiwanese agri-food market are:

- Canadian Trade Office in Taipei, 365 Fu Hsing North Road, 13th Floor, Taipei, Taiwan. Tel.: 011-886-2-547-9500; Fax: 011-886-2-712 7244. Contacts: David Wong, Trade Commissioner, Ext. 9552; Karen Huang, Commercial Officer, Ext. 9553.

- Kaohsiung Sub Office, 10 Floor, Min Sheng 1st Road, Kaohsiung, Taiwan. Tel.: 011-886-7-227-0478; Fax: 011-886-7-227 0481. Contact: Simon Ma, Senior Commercial Officer.