
VII. EXPORT ASSISTANCE

Market Advisory Services

As a service to Canadian business, the federal government maintains some 270 trade commissioners at 95 trade posts in 61 countries around the world. These representatives provide assistance to Canadian exporters and aid foreign buyers in locating Canadian sources of supply. In addition to providing the link between buyer and seller, the trade commissioner advises Canadian exporters on all phases of marketing, including identification of export opportunities, assessment of market competition, introduction to foreign business people and government officials, screening and recommending agents, guidance on terms of payment and assistance with tariff or access problems. Trade commissioners also play an active role in looking for market opportunities and encouraging promotional efforts.

An additional source of information is the group of Trade Development Offices of the Department of External Affairs in Ottawa. Each of these offices concentrate on markets in specific geographical regions, in this case Latin America and the Caribbean. They are the central government link in Canada for the trade commissioners overseas. In the case of Cuba, the trade commissioners in Havana are in constant contact with their country or the Central America and Caribbean Trade Development Office in Ottawa (Address: Caribbean and Central America Trade Development Division (LCT), Department of External Affairs, L.B. Pearson Bldg., 125 Sussex Drive, Ottawa, Ontario K1A 0G2; Telephone (613) 996-6129; Telex 053-3745; Answer/back: External Ott). This office can provide the following type of general information:

- market information, including economic outlooks for individual countries and information on the market for particular products;
- market access information on tariff rates, regulations, licensing, no-tariff barriers, product standards, required documents etc.;
- publications, including editions of this publication, *Markets for Canadian Exporters*, and country briefs on smaller markets.