

A. **EXTERNAL AFFAIRS AND INTERNATIONAL TRADE CANADA (EAITC)**

EAITC is the lead federal government department responsible for Canada's international trade and export development. About one third of the department's personnel is employed in trade and economic policy work and in promoting Canadian exports, investment and tourism.

EAITC has five geographic branches - Africa and Middle East, Asia Pacific, Europe, Latin America and Caribbean, and United States. Within each branch are geographic trade divisions which provide information on business opportunities in particular countries. The section which follows describes the Asia Pacific South Trade Development Division which is responsible for the ASEAN markets.

EAITC also has sectoral trade divisions which provide information on marketing opportunities around the world for individual product or service sectors. A list of EAITC sectoral contacts is provided in the Department's guide, "Trade Development Programs and Services", available from Info Export.

The address of EAITC is:

125 Sussex Drive
Ottawa, Ontario
K1A 0G2

The Info Export toll-free number is 1-800-267-8376. In the Ottawa area, call 993-6435.

A.1 **ASIA PACIFIC SOUTH TRADE DEVELOPMENT DIVISION**

EAITC geographic trade officers for individual countries are in a position to provide advice on doing business in a particular market, to identify market opportunities, to assist companies in their preparation for visits to potential markets, to arrange participation in trade fairs and to involve Canadian firms in visits to Canada by foreign buyers.

Geographic trade officers are also in contact with their counterparts in other federal and provincial departments and agencies, and therefore can advise Canadian exporters on the range of Canadian export development activities focused on the countries for which they are responsible.

In the Asia Pacific South Trade Development Division, contacts responsible for markets in South East Asia are the following:

Director: Robert Déry
Tel: (613) 996-0910

Deputy Director: Jackie Snyder
(ASEAN) Tel: (613) 996-3667