

Mission to Africa — continued from page 1

- Face-to-face briefings with Canada's regional trade commissioners to discuss specific interests related to the African market.
- Special attention will be paid to the financing needs of Canadian companies wanting to do business in Africa.
- Canadian trade commissioners from across Africa will meet the mission in Dakar to discuss business opportunities in their markets and meet individually with delegates.

Success story

Here is one example of a successful Canadian company in the African market. Many other examples can be found on the following Web site: www.tcm-mec.gc.ca

Positron Public Safety Systems Inc., Montreal, Quebec—In Montreal you dial 9-1-1. In Cape Town you dial 1-0-7. But behind the different emergency numbers lies the same Canadian expertise.

In 2000, Positron Public Safety Systems Inc., together with the Cape Metropolitan Council, launched an Emergency Call Centre in Cape Town—the first South African city to introduce the 1-0-7 emergency number. Since then, the South African government has been working toward ensuring access to public safety providers, and ensuring that these providers respond in an efficient and effective way.

The Centre has been well received because of its excellent service as well as its commitment to skills training

and development, and recruitment of previously disadvantaged persons.

Positron has high praise for Canada's Trade Commissioner Service (TCS) around the world. "Canadian embassies have consistently provided us with outstanding support," says José-Luis Menghini, President of the company's International Development Division. "I always advise our people abroad to seek guidance from TCS at the local embassy or consulate in order to verify critical information and solve problems in diverse areas such as establishing the reliability of potential partners, legal issues, pitfalls and hidden operating costs."

For more information on the mission, contact the Team Canada Division, DFAIT, tel.: **(613) 944-2520**, fax: **(613) 996-3406**, e-mail: team-equipecanada@msn.com Web site: www.tcm-mec.gc.ca *

Cooperation Agreement

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In September 2002, Canada and France signed a Cooperation Agreement—the latest in a series of bilateral initiatives to promote the establishment of Canadian businesses in France and French investment in Canada (France is Canada's third largest investor, with more than \$23 billion in investments).

The Agreement, signed with the French Banque de Développement des Petites et Moyennes Entreprises (BDPME) (Business Development Bank for Small and Medium-sized Enterprises), gives Canada access to a network of about 40 BDPME banking centres throughout France. Moreover, it raises the profile of the Trade and Economic Division of the Canadian Embassy in Paris among French SMEs, thus enabling the Embassy to target its investment promotion program more effectively.

The signing of the Agreement was the highlight of the *Journée du Canada*, organized by the Centre Français de Commerce Extérieur and France's Senate. The theme for the day was "Canada's discreet prosperity: Gateway to the Americas." As part of this highly successful day (according to many potential French investors), more than 170 stakeholders from Canadian and French industry, business services, chambers of commerce, as well as French and Canadian government officials learned about Canada's solid economic performance and the attractiveness of Canada to foreign investors.

For more information, contact the Trade Division at the Canadian Embassy in Paris, e-mail: paris-td@dfait-maeci.gc.ca Web site: www.amb-canada.fr *

THE CANADIAN TRADE COMMISSIONER SERVICE

Access our market studies and our network of professionals at

www.infoexport.gc.ca

With more than 500 trade professionals in 140 cities around the world, the Canadian Trade Commissioner Service has helped thousands of companies succeed at doing business abroad. What follows is the fourth in a series of descriptions of the core services of the Trade Commissioner Service — available to you, the Canadian trader.



Travelling abroad to meet new buyers? Ask for Visit Information

For any company developing a new foreign market, there is just no substitute for personal contact. The Trade Commissioner Service highly recommends personal visits to the territory—not just one visit, but several—as the best method of cementing the business relationships so crucial to a company's success in international trade. You will find that all the phone calls, faxes, letters, and e-mail messages in the world will not have the power of a single handshake.



When is a good time to visit?

A large part of **Visit Information** is advice from post officers on the timing of your visit. They will let you know, for example, whether the proposed travel dates coincide with any local event or occasion that might affect the availability of accommodations or of the people you want to meet.

What else can I expect from Visit Information?

Post officers will give practical tips and guidance on local customs, successful business practices and

etiquette. They will also provide lists of recommended local services, such as: hotels; business support services; interpreters and translators and local transport providers.

Will post officers make reservations for me?

No, nor will they prepare itineraries, act as tour guides, or provide logistical support. Although rooms and meeting spaces are not available at the post for meetings between you and your business contacts in the region, the Trade Commissioner can direct you to reputable local service providers so that you can make your own arrangements.

What information will post officers require of me?

When you contact the Trade Commissioner at post, you should provide clear responses to the following questions:

- When do you plan to visit the market?
- Have you considered adapting your product or service literature and business cards to the market?

- What business goals do you hope to attain when visiting your target market?

Where can I get more information about business travel abroad?

Do you need a visa to enter your target market? Will you have to get vaccinations before going to the territory? Answers to these and many other kinds of questions about business travel abroad are easy to obtain right here at home, through Consular Services of the Department of Foreign Affairs and International Trade (DFAIT).

To receive the latest news and alerts for your destination, visit the DFAIT website at www.dfait-maeci.gc.ca.

Consular Services posts publications on safe travel and in-depth travel reports for over 220 destinations worldwide.



Published by the Trade Commissioner Service Marketing Division (TCW)

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Circulation: **60,000**
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CanadExport is published twice monthly, in English and French, by the Department of Foreign Affairs and International Trade (DFAIT), Communications Services Division.

CanadExport is available in Canada to interested exporters and business-oriented people. For a print subscription, call **(613) 992-7114**. For an e-mail subscription, check the *CanadExport* Web site above.

For address changes and cancellations, simply send your mailing label. Allow four to six weeks.

Mail to:
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Department of Foreign Affairs and International Trade
125 Sussex Drive, Ottawa, ON K1A 0G2.

ISSN 0823-3330