

NON-GOVERNMENTAL SUPPORT FOR EXPORTERS

Canadian Exporters' Association

The Canadian Exporters' Association is a national, private, non-profit organization working towards the enhancement and promotion of Canadian exports since 1943.

The CEA consists of more than 1 000 Canadian companies involved in exporting. These include firms from all sectors, such as large and small manufacturers, primary producers, consulting firms, trading houses, freight forwarders, banks and other financial institutions and insurance companies.

Member Services

The CEA maintains information and has access to up-to-date and accurate data on all trade related issues. The following briefly outlines the main information and problem-solving services offered to CEA member firms:

- Regular newsletters covering current items of interest related to Canada and international trade.
- An extensive lending library containing more than 5 000 texts, periodicals, papers and market reports covering international business.
- Regular contacts with foreign buyers and agents, foreign embassies and Canadian sources on export and overseas project opportunities.
- Extensive knowledge of federal and provincial government support programs available to exporters. The CEA can answer questions such as: What is available? What are the conditions to be met? Who are the officials specifically responsible?
- Advice about locating and using Canadian Trading Houses that are capable of handling exports of goods, services or projects.
- Sources of export-related services such as freight forwarders, consultants, marine insurance brokers, banking and countertrade.
- Detailed and immediate response to enquiries on any aspect of international business.

Member Meetings

The CEA holds regular meetings between various federal and provincial trade officials and interested member firms on issues and concerns related to their export businesses. Many of these meetings take place through the association committee structure.

The regular standing committees of the CEA are:

- policy development
- foreign capital projects
- export financing
- development aid
- export traffic
- export promotion government liaison
- high tech

In addition, the CEA has the Council of Canadian Trading Houses (CCTH), a grouping of accredited trading houses, as an integral part of the Association.

Finally, the CEA organizes periodic conferences, seminars and workshops, plus an annual convention with timely and valuable discussions on matters of current interest to exporters.

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Chartered Banks

The banks in Canada have developed sizeable international organizations and can provide a number of services for potential exporters. The Canadian Bankers' Association publication *Importing and Exporting — How Canadian Banks Can Help* lists some of these services:

- Appraise, advise and submit surveys, report on market conditions, sales prospects and import and exchange regulations in Canada and abroad.
- Prepare reports and advise on the credit status of buyers and potential buyers in foreign countries.
- Provide liaison between foreign financial assistance corporations.
- Handle and give guidance on commercial letters of credit.
- Pay or negotiate drafts drawn under letters of credit on foreign or Canadian banks.