

- **Team Canada missions** – led by the Prime Minister, the Minister for International Trade, provincial premiers and territorial government leaders, Team Canada missions are a unique partnership in Canada’s international business development efforts to increase trade and create jobs and growth in Canada. Team Canada missions have helped thousands of Canadian businesses gain access to senior government and private-sector leaders in international markets, directly contributing to billions of dollars of new business. See www.teamcanada.gc.ca.
- **Canada Trade Missions** – building on the successful Team Canada formula, ministerial-led Canada Trade Missions provide another vehicle for businesses to develop trade and investment opportunities in key markets. See www.teamcanada.gc.ca.
- **Sectoral missions** – the Trade Team Canada Sectors organize trade missions for specific industry sectors, help with trade fairs and provide country and market intelligence. Visit their Web site at tts.ic.gc.ca.
- **Others** – provincial and territorial governments, regional development agencies and industry associations also organize and host trade missions to the U.S. and abroad.

Obtaining in-market assistance

Canadian Trade Commissioner Service

In-market assistance includes services such as the provision of business leads and introductions to potential clients, foreign buyers, distributors and other contacts. One essential source for such help is the Canadian Trade Commissioner Service (TCS).

The TCS has an overseas network of more than 800 trade commissioners working in more than 140 cities abroad. All trade offices provide the following six core services, free of charge: Market Prospect, Key Contacts Search, Local Company Information, Visit Information, Face-to-face Briefing and Troubleshooting. Trade Commissioners offer in-market assistance to Canadian businesses of all sizes, across all sectors, which have researched and selected their target markets. Visit www.infoexport.gc.ca and select *Our Offices Abroad*. If you require assistance in researching and selecting your target market, contact trade commissioners in Canada (page 6).