

SOURCES OF ASSISTANCE AND INFORMATION

Remember you don't need to go it alone. There are many avenues of assistance from federal and provincial governments, as well as various ways of working with other companies and organizations. For example, networking, joint ventures, licensing agreements, technology exchanges, and supplier partnering can help you spread the investment and minimize the risk involved in exporting.

In the private sector, the Canadian Chamber of Commerce, national and sectoral business associations, bilateral business councils, Canadian companies and intermediaries, and commercial banks all provide valuable exporting information.

The federal government also offers a wide range of sources: the domestic and worldwide network of Canadian trade commissioners, high commissions, consulates and embassies of the Department of Foreign Affairs and International Trade (DFAIT); International Trade Centres located in each province; and other federal departments and agencies such as Industry Canada, the Atlantic Canada Opportunities Agency (ACOA), and the Western Economic Diversification Office (WD). There are also many publications and databases that can be obtained by contacting the nearest Canada Business Service Centre (CBSC).

Most provinces have identified the export preparation of local small and medium-sized enterprises (SMEs) as a priority of their program activities. You should contact your provincial government's trade department to take advantage of the information, programs and assistance that it provides to exporters.

This section of *The Exporter's Guide* outlines the various sources of assistance and information that exporters can use to promote their international business development activities.

GOVERNMENT OF CANADA

Trade Commissioner Service

The Department of Foreign Affairs and International Trade has an extensive network of trade commissioners and officers in Canada and abroad to assist Canadian exporters and promote Canadian trade, investment and tourism.

Trade commissioners in 125 cities around the world help Canadian exporters undertake activities in individual foreign markets by:

- identifying sales leads;
- promoting companies to local customers;
- advising on marketing channels;
- recommending appropriate trade fairs;