



Canadian Exporter's Guide to the U.S. Market

External Affairs and International Trade Canada (EAITC) is the federal department responsible for international trade. It is also responsible for operating and maintaining the Trade Commissioner Service with over 818 officers in 120 cities abroad and 12 cities in Canada. The primary responsibility of the Trade Commissioner is to assist Canadian companies starting or expanding export sales in international markets.

This publication represents part of the five-year federal government "Going Global" trade strategy announced by Prime Minister Brian Mulroney on October 15, 1989. The three key markets under the Going Global strategy are the U.S., Europe and Asia-Pacific.

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