



THE CANADIAN  
TRADE COMMISSIONER  
SERVICE

# Make the Trade Commisso

**Thousands of Canadian companies do it.**

**Why not yours?**

With a team of over 500 trade commissioners in more than 130 cities around the world, the Canadian Trade Commissioner Service can help you succeed abroad. When you contact us, you are tapping into a worldwide network of professionals. Your initial enquiry to us is the beginning of an important partnership with your trade commissioner.

“When we negotiated our first international deal, we were not aware of the services offered by the Trade Commissioner Service abroad. Now, when we approach a market, we contact them systematically. We share information with them as we would with a real business partner. When you let them know what your plans are, you get maximum results.”

Neale Johannesson  
Cyntech Corporation, Calgary

## Where to start

Our clients tell us that to succeed internationally, companies must concentrate on entering one foreign market at a time. Start by identifying the most promising foreign market for your company by doing your research here in Canada. For help in researching and selecting a target market, call Team Canada Inc at 1-888-811-1119 or visit [exportsource.gc.ca](http://exportsource.gc.ca).

## Who to contact abroad

Once you have targetted a market, you're ready to contact the Canadian Trade Commissioner Service at one of Canada's embassies, high commissions or consulates abroad.

## What we need to know

### To get our best, give your best

If you approached your bank for a loan, you wouldn't think twice about the level of information you'd be willing to provide. You need to do the same with your trade commissioner, so that he or she can interest foreign buyers in doing business with you.

## HOW WE CAN HELP

More than 130 trade offices abroad provide the following 6 core services, free of charge:



- **Market Prospect**  
Help to assess your market potential
- **Key Contact Search**  
Qualified contacts and partners
- **Local Company Information**  
Current information on foreign businesses
- **Visit Information**  
Practical guidance on organizing and making your trip successful
- **Face-to-face Briefing**  
Market intelligence from our officers in the field
- **Troubleshooting**  
Advice on resolving market access and other business challenges

