

Federal, Provincial, Territorial and Municipal Governments  
Bilateral Business and Industry Associations  
Educational and Research Institutions  
Economic Development and Other Agencies



Canada

As a partner-client, your organization delivers programs and services for business clients. As the international arm of the Team Canada Inc business service network, the Trade Commissioner Service can help you support our common clients.

We work closely with our partner-clients to promote Canadian economic interests abroad by helping Canadian firms who have researched and selected their target markets meet their international business development objectives through:

- export market development
- foreign market access
- foreign direct investment in Canada
- international business contacts
- licensing and franchising
- joint venture and strategic alliance development
- scientific and technological networking
- R&D collaboration

Some of our offices abroad are staffed by officers with special expertise in facilitating investment into Canada, exploiting international financial institution opportunities, marketing of public sector expertise, and S & T networking.

### Our Service Commitment

- Partner-clients are entitled to the same service standards as our business clients.
- After receiving your request, we will contact you within five working days.
- Service transactions are strictly confidential.
- We consistently strive to provide our partner-clients with the best possible service. Based on an agreed initial strategy, our offices abroad will work closely with you to determine the nature of core and additional service support that is right for your organization.
- All our offices abroad provide the six core services outlined below.

If you plan to approach more than 3 offices abroad simultaneously on the same need, please first consult the Trade Commissioner Service (Post Support Unit) for guidance by telephone (613) 996-0245, by fax at (613) 996-1225 or by e-mail at [psu-uap-tcs@dfait-maeci.gc.ca](mailto:psu-uap-tcs@dfait-maeci.gc.ca).

### Our Services

#### Market Prospect

We can help assess your international strategy in the target market.

We provide:

- strategic advice on doing business in the market, including branding;
  - intelligence on opportunities and major barriers;
  - insight into emerging trends, regulations and policy issues;
  - notification of upcoming events (trade fairs, partnering seminars, conferences and trade missions);
  - suggested next steps.
- Should you need detailed market research, we can refer you to recommended foreign consulting firms.

#### Key Contact Search

We can identify foreign contacts who have the local knowledge you need to refine and implement your international marketing strategy. These foreign decision-makers, partner organizations and intermediaries could include:

- government officials and policy networks;
  - businesses and potential investors;
  - key participants for business events in Canada;
  - counterpart associations and strategic partners;
  - research and educational institutions;
  - financial institutions and venture capital firms;
  - science and technology stakeholders;
  - professional and business associations;
  - lawyers, accountants, consultants;
  - communications professionals and media.
- We will let you know of any charges for accessing specialized databases.

#### Information on Foreign Organizations

We will provide information on organizations or companies you have identified in your target market. This could include their policies, priorities and plans. If there are any charges for accessing databases, we will let you know. Credit checks are referred to specialized agencies.

#### Visit Information

We will provide practical advice on the preparation and timing of your business trip, including local customs, business practices and etiquette. Please use your travel agent to make appropriate hotel and travel arrangements. Consult [www.infoexport.gc.ca](http://www.infoexport.gc.ca) for lists of qualified service providers such as local hotels and interpreters, and for safe and secure travel advisories.

#### Face-to-face Briefing

One of our officers will meet with you to learn more about your organization's objectives, review the latest market and policy trends, provide guidance and discuss your future needs. Please notify us of your visit at least two weeks before your departure.

#### Troubleshooting

We can help explore solutions to important strategic or urgent market access issues and, where agreed and appropriate, help advocate Canadian positions. We cannot enter into private disputes or act as customs brokers, sales agents, collection agents or lawyers.

#### Additional Services

For the following non-core services, our offices will refer you to qualified third parties in the local market who charge a fee:

- extensive program of appointments;
- logistical support;
- business support services;
- participation in business events;
- temporary office or display space.

In markets where qualified third parties are unavailable, our office will arrange directly for these services at a cost.

In countries where we do not have offices, our ability to provide the above services is limited.

### Organizing a Business Mission Abroad?

Our office in your target market can help you plan and execute your trade, investment or science and technology mission. For best results, you should contact us at least 8 weeks prior to departure. For missions comprising at least 3 visiting firms, we will enter into a written *Business Mission Agreement* with you to clarify our respective roles and responsibilities.

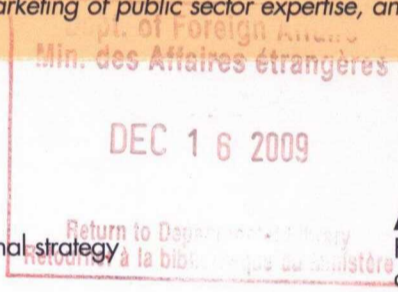
To learn more and obtain a copy of the Agreement, go to

[www.infoexport.gc.ca/services](http://www.infoexport.gc.ca/services).

#### Before contacting our offices abroad, you can:

- learn about the plans and priorities of other partner-clients in your region by contacting the International Trade Centre in your province;
- search Team Canada Inc's [exportsource.gc.ca](http://exportsource.gc.ca) or call **1-888-811-1119**;
- visit the Trade Commissioner Service on the Web at [www.infoexport.gc.ca](http://www.infoexport.gc.ca)

**Your opinion counts!** Partner-clients are invited to contact our client feedback line at **1-888-306-9991** to make any comments or suggestions.



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Services for Canadian  
partner-clients  
19085420(E) - 6423 2173 (E)  
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