

GLOBAL MARKETS, GLOBAL ACCESS:

Canada's International Agri-Food Trade Network

Canada's agri-food sector is founded upon a strong exporting tradition. Today, the global marketplace is changing, offering many opportunities for increased sales of Canadian agriculture and food products abroad. New markets are opening up, not only for established export products, but for a wide range of value-added products as well.

Agricultural exports are extremely important for the Canadian agri-food sector, with a value representing roughly 50 per cent of gross farm receipts. These exports have more significance for the Canadian economy than most other major agri-food exporting nations.

The future belongs to those entrepreneurs who meet changing markets needs with high quality, competitively priced products. It belongs to those who produce for the market rather than simply hoping to sell what they produce.

What is needed is a global vision and the will to succeed!

Agri-Food Experts Working With You

External Affairs and International Trade Canada maintains a worldwide network of trade commissioners dedicated to helping Canadian entrepreneurs succeed in their export endeavours. Located at 120 cities abroad, they are listed in the Directory of Canadian Trade Commissioners. Copies are available, free of charge, from the Info Export Office in Ottawa (call 1-800-267-8376).

Canadian agri-food exporters can receive assistance from any of these trade posts.

How Trade Commissioners Can Help You

Trade Commissioners abroad can:

- promote your company to local customers;
- advise on marketing channels;
- recommend appropriate trade fairs;
- identify suitable foreign firms to act as your agent;

- help you find credit and business information on potential foreign partners;
- intercede to help solve problems with duties, taxes or foreign exchange;
- advise you on a country's trade, business and financial environment and practices;
- advise and assist you with foreign joint ventures and licensing.

It is recommended that you develop a systematic marketing plan and contact only those Trade Commissioners in your target market area. For help in developing your plan, contact your nearest International Trade Centre. There's one in your province.

Succeeding In The Global Marketplace

The challenge of the 90s is in the realm of international trade. The global marketplace will be increasingly competitive and Canadian entrepreneurs will have to become even more sensitive and responsive to market signals and requirements.

We can help you succeed! For more information on Canada's international agri-food trade network, contact:

International Programs Branch
Agriculture Canada
OTTAWA, K1A 0G2
Tel: (613) 993-6671
Fax: (613) 995-0949

OR

Agri-Food Division
External Affairs and International Trade
Canada
OTTAWA, K1A 0G2
Tel: (613) 996-3671
Fax: (613) 995-8384

OR

the International Trade Centre in your province.

Selected Agri-Food Posts Abroad

Please direct all correspondence to the Commercial Counsellor, or in the case of the consulates located in the United States, to the Commercial Division.

United States

The Canadian Embassy
Trade Relations and Commercial Policy
501 Pennsylvania Ave. N.W.
WASHINGTON, D.C. 20001
Tel: (202) 682-1740
Fax: (202) 682-7726

Canadian Consulate General
Suite 400, South Tower
One CNN Center
ATLANTA, Georgia 30303-2705
Tel: (404) 577-6810
Fax: (404) 524-5046

Canadian Consulate General
Suite 400, Three Copley Place
BOSTON, Massachusetts 02116
Tel: (617) 262-3760
Fax: (617) 262-3415

Canadian Consulate General
Suite 3150, One Marine Midland Center
BUFFALO, New York 14203-2884
Tel: (716) 852-1247
Fax: (716) 852-4340

Canadian Consulate General
12th Floor, 310 South Michigan Avenue
CHICAGO, Illinois 60604-4295
Tel: (312) 427-1031
Fax: (312) 922-0637

Canadian Consulate General
Suite 1008, Illuminating Building
55 Public Square
CLEVELAND, Ohio 44113-1983
Tel: (216) 771-0150
Fax: (216) 771-1688

Canadian Consulate General
Suite 1700, St. Paul Place
750 N. St. Paul Place
DALLAS, Texas 75201-9990
Tel: (214) 992-9806
Fax: (214) 992-9815

Canadian Consulate General
Suite 1100, 600 Renaissance Center
DETROIT, Michigan 48243-1704
Tel: (313) 567-2340
Fax: (313) 567-2164

Canadian Consulate General
10th Floor, California Plaza
300 South Grand Avenue
LOS ANGELES, California 90071
Tel: (213) 687-7432
Fax: (213) 620-8827

Canadian Consulate General
Suite 900, 701 Fourth Avenue South
MINNEAPOLIS, Minnesota 55415-1899
Tel: (612) 333-4641
Fax: (612) 333-4061

Canadian Consulate General
1251 Avenue of the Americas
NEW YORK CITY, N.Y. 10020-1175
Tel: (212) 768-2400
Fax: (212) 768-2440

Canadian Consulate General
Suite 2100, 50 Fremont Street
SAN FRANCISCO, California 94105
Tel: (415) 495-6021
Fax: (415) 541-7708

Canadian Consulate General
412 Plaza 600
Sixth and Stewart Streets
SEATTLE, Washington 98101-1286
Tel: (206) 443-1777
Fax: (206) 443-1782

Latin America

Brazil
The Canadian Embassy
Caixa Postal 07-0961
70.410 BRASILIA D.F.
Tel: (011-55-61) 223-7515
Fax: (011-55-61) 225-5233

Mexico
The Canadian Embassy
Apartado Postal 105-05
11580 MEXICO D.F.
Tel: (011-52-5) 254-3288
Fax: (011-52-5) 545-1769

Venezuela
The Canadian Embassy
Apartado 62302
CARACAS 1060A
Tel: (011-58-2) 951-6166
Fax: (011-58-2) 951-4950

Europe

Belgium
Mission of Canada to the European
Communities
2, avenue de Tervuren
1040 BRUSSELS
Tel: (011-32-2) 735-9125
Fax: (011-32-2) 735-3383

France
The Canadian Embassy
35, avenue Montaigne
75008 PARIS
Tel: (011-33-1) 47.23.01.01
Fax: (011-33-1) 47.23.08.57

Germany
The Canadian Embassy
Friedrich-Wilhelm-Strasse 18
D-5300, BONN 1
Tel: (011-49-228) 23 10 61
Fax: (011-49-228) 23 08 57

Canadian Consulate General
Immermannstrasse 65D
4000 DUSSELDORF 1
Tel: (011-49-211) 35 34 71
Fax: (011-49-211) 35 91 65

Hungary
The Canadian Embassy
Budakeszi ut 32
H-1121 BUDAPEST X11
Tel: (011-36-1) 767-686/767-711
Fax: (011-36-1) 767-689

Italy
The Canadian Embassy
Via G.B. de Rossi 27
00161 ROME
Tel: (011-39-6) 841-5341
Fax: (011-39-6) 884-8752

Spain
The Canadian Embassy
Apartado 587
28080 MADRID
Tel: (011-34-1) 431-4300
Fax: (011-34-1) 431-2367

U.S.S.R.
The Canadian Embassy
Starokonyushenny Pereulok 23
MOSCOW
Tel: (011-7-95) 241-9155
Fax: (011-7-95) 241-4400/241-9034
commercial inquiries

United Kingdom
Canadian High Commission
Agriculture, Fisheries & Resource
Industries Section
Macdonald House
One Grosvenor Square
LONDON W1X 0AB
Tel: (011-44-1) 629-9492
Fax: (011-44-1) 491-3968

Asia/Oceania

Australia
Canadian High Commission
Commonwealth Avenue
CANBERRA ACT 2600
Tel: (011-61-62) 73-3844
Fax: (011-61-62) 73-3285

China
The Canadian Embassy
10 San Li Tun Road
Chao Yang District
BEIJING
Tel: (011-86-1) 532-3536
Fax: (011-86-1) 532-1684

India
Canadian High Commission
P.O.Box 5208
NEW DELHI 110 021
Tel: (011-91-11) 60-8161
Fax: (011-91-11) 60-8161 (ext. 401)

Japan
The Canadian Embassy
Agriculture, Fisheries and Consumer
Products Section
7-3-38 Akasaka
Minato-ku
TOKYO 107
Tel: (011-81-3) 408-2101
Fax: (011-81-3) 479-5320/470-7280

Korea
The Canadian Embassy
P.O. Box 6299
SEOUL 100-662
Tel: (011-82-2) 753-2605/8 or 753-7290/3
Fax: (011-82-2) 755-0686

Malaysia
Canadian High Commission
P.O.Box 10990
50732 KUALA LUMPUR
Tel: (011-60-3) 261-2000
Fax: (011-60-3) 261-3428/1270

Thailand
The Canadian Embassy
P.O.Box 2090
BANGKOK 10500
Tel: (011-66-2) 34-1561
Fax: (011-66-2) 36-6463

Africa

Algeria
The Canadian Embassy
P.O.Box 225
Alger-Gare ALGIERS
Tel: (011-213-2) 60.66.11/60.61.90
Fax: (011-213-2) 60.59.20

