

- create a positive trading environment by developing good relations with governments, corporations and opinion makers in their areas;
- provide valuable advice to exporters on questions of access, credit information or on how to obtain import permits;
- promote commercial and industrial co-operation between the Canadian government and foreign governments;
- make representations, negotiate removal of non-tariff barriers and ensure international trade rules are observed;
- provide marketing assistance, market analysis, client calls and follow-up, and report on activities of any competition;
- promote foreign investment in Canada; and
- identify foreign technology of potential benefit to Canadian industry.

Trade commissioners are also deployed across Canada at International Trade Centres to assist Canadian companies in initial stages of market development.

Information on specific product market opportunities as reported by our missions abroad is available from the Senior Trade Commissioners in the International Trade Centres.

How to Work Effectively with Canadian Trade Offices Abroad

When contacting Canadian trade offices abroad, ensure that letters and telexes state clearly and in detail the assistance you require. It is recommended that companies develop a systematic marketing plan and focus their efforts on a targeted area.

The first time you contact a trade commissioner, be sure to provide the following information:

- your name and title;
- full name and address of your company;
- your telephone number with area code;
- your telex number with answerback;