

"What is TCM?"

It's a question we're often asked by our colleagues here and at posts abroad.

TCM is the Market Support Division formed two years ago to provide industry association clients and trade units at headquarters and posts with market information, trade team cooperation, partnerships with national industry associations, referrals, research, and promotional activities support. These services are offered through the Division's three work units: the Market Research Centre, Export Promotion Goods & Services, and Transportation Services.

Market Research Centre

The Market Research Centre produces market reports that identify specific sector and sub-sector foreign market opportunities to help Canadian exporters. The Market Research Centre values the assistance of its colleagues, here and at posts, in providing direct knowledge of foreign market opportunities, as well as a snapshot of the local economic landscape for inclusion in the reports. The completed reports are available on-line at InfoExport as a valuable reference tool for Canadian exporters and trade officers.

Export Promotion Goods & Services

Export Promotion Goods & Services works with more than 100 major industry associations supporting their export development initiatives and providing the primary link between the associations and posts abroad. It also administers the Department's Program for Export Market Development (PEMD) - Association Trade Activities. In addition, this unit represents the Department on sectoral teams, communicates post success stories and Canadian opportunities to the appropriate Trade Team Canada Sectors (TTCs), and coordinates the preparation and production of Country Action Plans (CAPs).

Transportation Services

Transportation Services promotes Canadian transportation services and equipment and provides advice on transportation and education products to Canadian exporters. The unit offers advice on practical and policy matters and is the focal point for transportation contacts in both government and industry. In addition, Transportation Services processes, on behalf of other departments, bilateral maritime research requests, and maritime safety and environmental notification.

To find out more about TCM, visit our new Intranet site, the Hub, at tcmsrv01.tcm.index.htm. The Hub also features a list of contacts in each of the three units and a host of Internet links to industry, government, trade and business research information. Don't forget to send us your comments and suggestions to help us improve and update our site.

