

## **ITC Services**

ITCs offer a full range of trade development services to Canadian companies, including:

### ***Export Counselling***

43-235-936

Experienced Trade Commissioners provide professional counselling to assist firms in the development of their international marketing plans. ITC offices are part of an international network of Trade Commissioners with access to up-to-date information on trade opportunities and market access conditions from Canada's missions around the world. Trade Commissioners can assist new exporters in developing an export entry strategy and work with experienced exporters to refine their approach to specific markets. They can also advise on trade fairs and missions sponsored by EAITC.

### ***Export Programs***

ITCs are responsible for the delivery of the Program for Export Market Development (PEMD), New Exporters to Border States (NEBS) and New Exporters to the U.S. South (NEXUS) programs. In addition, they provide input to the New Exporters Overseas (NEXOS) program and the Technology Inflow Program (TIP) and recruit local firms for participation in EAITC's world-wide fairs and missions program.

### ***Export Education***

ITCs arrange and sponsor a variety of seminars and workshops on the fundamentals of exporting, federal trade programs and export market opportunities. They also sponsor special interest programs dealing with such topics as Europe 1992 and the Canada-U.S. Free Trade Agreement. In addition, with sufficient notice, ITCs can make available speakers to participate in locally organized export events.

