
IV. FEDERAL EXPORT ASSISTANCE

Market Advisory Services

As a service to Canadian business, the federal government maintains trade commissioners in 67 countries around the world to help both Canadian exporters and foreign buyers. In addition to providing the link between buyer and seller, trade commissioners advise Canadian exporters on all phases of marketing, including identifying export opportunities, assessing market competition, introducing foreign business people and government officials, screening and recommending agents, offering information on terms of payment and helping with tariff or access problems. Trade commissioners also seek out market opportunities and encourage promotional efforts.

The South America Trade Development Division of EAITC in Ottawa also provides trade assistance. It is the central link to Canada for the trade commissioners abroad. Trade commissioners in Buenos Aires, Argentina handle Uruguay and are in constant contact with their counterparts in Ottawa:

South America Trade Development Division
External Affairs and International Trade Canada
125 Sussex Drive
Ottawa ON
K1A 0G2
Tel: (613) 996-5546
Telex: 053-3745

This office can provide:

- market information, including economic forecasts for individual countries and information on the market for particular products;
- market access information on tariff rates, regulations, licensing, non-tariff barriers, product standards, required documents, etc.; and
- copies of *A Guide for Canadian Exporters* for relevant countries, plus country briefs on small markets.