

market place. In a market as complicated and challenging as China, one needs to marshal a number of services in order to be competitive. Give the China and Mongolia Division a call!

• **China and Mongolia Division**

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Canada Business Service Centres (CBSCs)

For new exporters, Canada's Business Service Centres (CBSC) will help you get access to information on government services, programs and regulations. The Centres are a cooperative effort between federal, provincial and private sector organizations, with twelve located across the country in major urban centres.

By calling toll-free at 1-888-811-1119, you will be connected with the CBSC closest to you. Each CBSC offers a variety of products and services to help clients obtain quick, accurate and comprehensive business information. The CBSCs minimize telephone run-around, inadequate or incorrect information, and duplication of government services. This enables clients to make well-informed business decisions.

You can also learn more about the CBSCs by looking up their internet site www.cbsc.org.

International Trade Centres (ITCs)

For experienced exporters and those ready to export, International Trade Centres (ITCs) have been set up across Canada in order to help SMEs take advantage of export opportunities.

ITCs are part of an international network of trade officers in major cities across Canada and in more than 125 countries around the world. They work to ensure that your company receives the most pertinent information for your export requirements. ITCs are there to provide information to Canadian exporters on international markets, joint ventures and technology transfer opportunities; trade fairs and missions; and trade-related conferences and seminars. ITCs can also be useful for companies developing their marketing plans before they get in touch with a trade commissioner at one of Canada's missions in China.

You can contact the ITC closest to you at the following telephone numbers or fax: