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### III. BUSINESS INFORMATION

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#### Market Advisory Services

As a service to Canadian business, the federal government maintains trade commissioners and commercial officers in 67 countries around the world. These representatives provide assistance to Canadian exporters and aid foreign buyers in locating Canadian sources of supply. In addition to providing the link between buyer and seller, these officers advise Canadian exporters on all phases of marketing, including identification of export opportunities, assessment of market competition, introduction to foreign business people and government officials, screening and recommending of agents, guidance on terms of payment and assistance with tariff or access problems. They also play an active role in looking for market opportunities and encouraging promotion efforts.

An additional source of information is the group of geographic trade divisions at External Affairs and International Trade Canada in Ottawa. Each of these offices concentrates on markets in specific geographical regions. They are the central government link in Canada for the trade officers abroad. In the case of India, the trade officers in New Delhi and Bombay are in constant contact with their counterparts in the Asia Pacific South Trade Development Division, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa, Ontario K1A 0G2. This office can provide the following type of general information:

- market information, including economic outlooks 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
- publications, including editions of this publication, *Guides for Canadian Exporters*, and country briefs on smaller markets.

The geographic trade divisions are also responsible for assisting and advising exporters on marketing of their