

Appendix A: Canadian Government Assistance

External Affairs and International Trade Canada

The federal Department of External Affairs and International Trade Canada has Trade Centres located in every region of Canada, as well as 21 trade offices/consulates in the United States, which offer a comprehensive and integrated program of assistance to Canadian industry.

The consulates in the United States are staffed by Trade Commissioners and Commercial Officers who assist Canadian firms in winning export contracts in their region. These individuals generally have good knowledge of the local environment and are often of valuable assistance in penetrating the market and region in question. They are helpful in a variety of ways, including promoting Canadian companies to local customers, recommending appropriate technical experts to assist in negotiating a deal, selecting appropriate sales agents, assisting in the settlement of payments, and assisting in travel matters. Canadian trade office locations are indicated below. Ask to speak to the Trade Commissioner or Commercial Counsellor.

The Department provides a trade development program which, both, introduces new exporters to the U.S. market, and supports experienced exporters by increasing their exposure to new regional markets using the NEBS and NEXUS programs (described below) as well as trade shows. The program plays a prominent role in the federal Government's strategy of ensuring that the Canadian business community is well positioned and well supported when accessing the U.S. market.

Promotion of trade into the United States is managed by the U.S. Trade, Tourism and Investment Development Bureau. Canadian companies can take advantage of the following trade development initiatives, sponsored by the Bureau. The activities would be of varying degrees of relevance to Canadian engineering firms.

Trade Shows

Trade shows are proven tools for companies to use in the U.S. market to introduce new products, raise awareness of capabilities and services, establish representation, transact business and obtain a very clear, concise picture of the competition.

In 1989, External Affairs and International Trade participated in over 400 major events in some 72 industrial sectors, as well as in smaller, regional trade shows. The Department typically