



Virtual Trade Commissioner  
Access a World of Trade Know

**Enhancing export expertise:**

**Agriculture and Agri-food Canada partners with the Virtual Trade Commissioner**

Through new strategic partnerships, your Virtual Trade Commissioner (VTC) can offer a more comprehensive suite of services online than ever before. With Agriculture and Agri-food Canada (AAFC), the VTC is able to provide you with access to expertise and services specific to the agriculture, food and beverages, and fish and seafood sectors. This means you will get precisely the information you want, along with access to services not previously available online. Within your VTC, you can request services directly from a trade officer specialized in your sector and market, someone who is situated in your own province or territory or in your target market abroad—that is, from the person best positioned to be of service.

**Expanded online capabilities**

AAFC offers you a wide range of specialized services directly available from your VTC:

*Market Information* offers market studies and reports, the latest trade issues such as regulations and problems with the importation of agri-foods into specific countries, and where available, market prices of certain commodities at the wholesale level.

*Preparing for Exporting* includes information on trade access, content regulations regarding primary or processed agri-food products, region-specific requirements for inspection and documentation, labelling and packaging regulations for importation, and timely information on trade access issues.

*Additional Services* include assistance in identifying financing, joint research opportunities, investment opportunities, and services to meet specific needs. Opportunities might include the Export Assistance Program (CAFI), for example, or Joint Investment, a science-based program shared by the industry and AAFC for the development of new agri-food products or new techniques for their processing.

*Trade Fairs, Missions, Seminars, and Events in Canada or Abroad* assists with networking opportunities in specified regions.

**The evolution of service**

You need the right information, the right contacts, and the right business leads to achieve global success. With more than 900 trade commissioners in over 150 offices at home and abroad, it is essential for the Canadian Trade Commissioner Service to communicate effectively with our clients. The VTC has capitalized on one-to-one communication, and we are now able to offer you direct access to a world of trade knowledge and contacts.

VTC delivers immediate online access to information, resources and exporting services. Based on your preferences, you receive in-depth country information, up-to-date market reports and timely sector-specific news sent directly to you, right when you want it.

**Growing your global advantage**

Your personal VTC can now deliver even more. By partnering with a growing number of government departments and trade promotion organizations—Canadian Heritage, Export Development Canada, the Canadian Commercial Corporation and AAFC—you are now able to access more of Canada's international trade experts through one interface. You can receive sector-specific information to help refine your export strategy, secure export financing, and manage the risk. You can even get help closing the deal from international contracting specialists. Not only that, but trade commissioners abroad can access your corporate profile and may be able to provide sources of international business.

With the partnership era underway, exporters experience the benefits of integration. And you can expect more partner information and services to become available on the VTC over time. Your personal Virtual Trade Commissioner is a sophisticated and increasingly valuable trade service and informational online tool—the more often you use it, the more you leverage your global advantage.

Find out more at

[www.infoexport.gc.ca](http://www.infoexport.gc.ca)

**Canadian wireless firm successful in Seattle**

**Seattle** > BWireless, a Vancouver-based wireless dealer, has officially launched its brand onto the U.S. market, with the opening of its first Sprint store in downtown Seattle. BWireless is the first company to offer international walkie-talkie wireless service to both U.S. and Canadian companies.

BWireless CEO Emil Bosnjak says the company offers business clients and consumers on both sides of the 49th parallel the latest in wireless technology. In the U.S., their carrier partner Sprint/Nextel's walkie-talkie service connects users with a quick push of a button. "It's a fast, reliable and cost-effective way of communicating throughout North America with your international offices, employees, family and friends," says Bosnjak.

**Go where you can sell**

Executive Vice-President Boris Bosnjak says the expansion to Seattle—a wireless hotbed in the U.S.—was their first choice, given the amount of successful wireless business leaders who started their businesses in the Seattle area. The Pacific Northwest is also home to many corporations with operations in both the U.S. and Canada.

"Global mobile phone sales reached 779 million by the end of 2005," says Boris Bosnjak. "Worldwide sales will be one billion by 2009. We're in the right sector, in the right market, at the right time."

Acting on a lead provided by the Trade Commissioner Service at the Canadian Consulate General in Seattle, Emil Bosnjak has already attended a meeting of the Canada/America Business Society, through which BWireless is now pursuing business relations with members and further lead generation possibilities.



Seattle

Courtesy: Seattle Municipalities Archives

**For more information** on this sector, contact Brian Vescovi, Trade Commissioner, Canadian Consulate General in Seattle, tel.: (206) 443-1777, email: [clients.seattle@international.gc.ca](mailto:clients.seattle@international.gc.ca).

**For more information** on BWireless, go to [www.bwireless.com](http://www.bwireless.com), tel.: (604) 689-8488, fax: (604) 689-9488.

**Take flight at U.S. Air Force IT fair**

**Montgomery, Alabama, August 13-17, 2006** > The Canadian Consulate General in Atlanta is encouraging Canadian information and communications technology (ICT) companies to participate in the annual **U.S. Air Force (USAF) I.T. Conference & Expo**. In fact, the USAF is the largest user of IT in the world.

Montgomery, home of Maxwell Air Force Base, has hosted this event for the past 18 years. Last year, booths sold out quickly and there was a large stand-by list of exhibitors. In 2005, eight Canadian companies exhibited with promising results. It's worth noting that the USAF is the largest customer

of Microsoft, Symantec, Sun Microsystems, Hewlett Packard and many other IT companies. Last year's conference emphasised security and wireless products, but the event includes all aspects of ICT, and will also feature technical presentations at specific breakout sessions.

Canadian vendors should contract for their own exhibit booth. To register directly with the organizers, go to <https://ossg.gunter.af.mil/AQ/AFITC>.

**For more information**, contact Steve Adger Flamm, Trade Commissioner, Canadian Consulate General in Atlanta, tel.: (404) 532-2018, fax: (404) 532-2050, email: [steve.flamm@international.gc.ca](mailto:steve.flamm@international.gc.ca).