

DEPARTMENT OF COMMUNICATIONS

BEFORE YOU TAKE YOUR TECHNOLOGY ABROAD, TALK TO TECHNICAL MARKETING AND INTERNATIONAL COOPERATION

We're part of the federal Department of Communications with all its research and engineering resources. Our backbone is technical: two major research centres with five technology divisions and a host of engineering resources. We know the telecommunications business. We have the contacts - in Canada and worldwide - and a track record of success in supporting the telecommunications industry in its marketing activities.

WHAT CAN WE DO FOR YOU

First of all, we know the telecommunications sector. That means we understand the communications environment - here in Canada and abroad. It also means we know enough about the technologies and products to recognize viable telecommunications opportunities (and likely competition).

We're in regular contact with our counterpart telecommunications agencies around the world. The ministries of communications and the PTTs (Posts, Telecommunications and Broadcasting Agencies) in other countries are often the main customers for telecommunications products and services. And if they aren't, they are usually directly involved in providing communications facilities and services (such as managing the tender or request for proposal process). These organizations prefer to deal directly with their Canadian counterpart - the federal Department of Communications.

We know the telecommunications policy and regulatory environment. Our international network keeps us in close touch with telecommunications organizations - during bilateral policy consultations, negotiating technical cooperation agreements or memoranda of understanding, and organizing professional exchanges, training programs and jointly sponsored technical seminars. We are familiar with local content laws...bidding procedures...registration requirements.

And because we're part of the international telecommunications network, we can gather useful sector market intelligence. Members of this telecommunications network exchange market data and keep each other up-to-date on communications technology in our respective countries. We know what plans are afoot... what new services are contemplated and where... what the implications of new regulations and bilateral technical agreements can be.

Let us plug you into our network. We work closely with External Affairs and International Trade Canada to see to it that Canadian firms in the telecommunications industry go abroad with appropriate industry groups...that they see the government and business representatives who can help them most...that foreign visitors meet with appropriate Canadian suppliers in Canada...that our best is represented at international symposia and trade shows.