

3. SOME REPRESENTATIVE EXPORT CASES

Trade Fairs and Missions

Question: Whom should a Canadian company approach if it wishes to be included in a specific trade fair and/or trade mission abroad?

Answer: The trade fairs and missions activities, funded through the Promotional Projects Program, are administered by the Department of External Affairs. This department requests the Department of Regional Industrial Expansion industry sector branches in Ottawa and its regional offices across Canada to provide names of potential participants in these activities. A company should advise the regional office of their interest in a particular fair or mission, and the regional office will pass this information on to the appropriate External Affairs geographic branch which is responsible for arranging Canadian participation in these events. Follow-up contact with the company will then be the geographic branch's responsibility.

Question: With whom should a Canadian company register if it wishes to be informed about future events in the Promotional Projects Program?

Answer: Each year, the Department of External Affairs prepares a list of forthcoming events which they propose to support. This information is also made available to the trade ministries of the provincial governments. Companies wishing general information on future events should contact the regional offices of the Department of

Regional Industrial Expansion. The geographic branches of the Department of External Affairs can provide a company with more explicit details on any particular event.

Access Problems in Specific Foreign Markets

Question: From whom should a Canadian company seek assistance if it faces access problems in a specific foreign market such as tariff increases, quotas, exchange control regulations?

Answer: The geographic branches of the Department of External Affairs are responsible for dealing with access problems in specific foreign markets. If a company is not certain which branch it should contact, its first step should be to contact the Department of Regional Industrial Expansion regional offices (see page 9).

Trade Opportunities

Question: Where should a company, wishing to be regularly informed about trade opportunities abroad in specific sectors, look for advice?

Answer: The company should first touch base with the Department of Regional Industrial Expansion regional office, who will pass on the interest in particular trade opportunities to the appropriate geographic branch of the Department of External Affairs. Both the regional office and the geographic branch will then provide the company with the earliest possible information of specific export opportunities. In addition, the company, if it has not already done so, would be advised to be listed in the Business Opportunities Sourcing System (BOSS). Your regional office can show you how (see page 9).

Export Financing

For export financing for capital goods sales abroad, the Export