



V. Federal Export Assistance

Market Advisory Services

As a service to Canadian business, the federal government maintains trade officers in 67 countries around the world.

These representatives provide assistance to Canadian exporters and help foreign buyers locate Canadian sources of supply. In addition to providing the link between buyer and seller, the trade officers advise Canadian exporters on all phases of marketing, including:

- provision of economic/political information on the country;
- identification of export opportunities;
- market competition assessment;
- introductions to foreign business persons and government officials;
- screening and recommending of agents;
- supplying guidance on terms of payment; and
- assistance with tariff or access problems.

Trade officers also play an active role in identifying market opportunities and encouraging and organizing promotional efforts.

The geographic trade divisions at DFAIT in Ottawa are another valuable source of information. Each division concentrates on markets in a specific geographical region and provides the central government link in Canada for trade officers abroad.

Export Development Corporation

The Export Development Corporation (EDC) is a customer-driven services corporation dedicated to helping Canadian business succeed in the global marketplace. EDC facilitates export trade and foreign investment through the provision of risk management services, including insurance, financing and guarantees, to Canadian companies and their global customers.

EDC's programs fall into four major categories

- Export credit insurance, covering short- and medium-term credits.
- Performance-related guarantees and insurance, providing cover for exporters and financial institutions against calls on various performance bonds and obligations normally issued either by banks or surety companies.