
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 aid foreign buyers in locating Canadian sources of supply. In addition to providing the link between buyer and seller, trade officers advise Canadian exporters on all phases of marketing, including providing economic/political information on the country, identifying export opportunities, assessing market competition, introducing foreign business persons and government officials, screening and recommending agents, supplying guidance on terms of payment and providing assistance with tariff or access problems. Trade officers also play an active role in identifying market opportunities and encouraging and organizing promotional efforts.

Another valuable source of information is the group of geographic trade divisions of the Department of External Affairs in Ottawa. Each of these offices concentrates on markets in specific geographical regions and provides the central government link in Canada for the trade officers abroad. For Chile, the trade officers in Santiago are in contact with their counterparts in the Latin America and Caribbean Trade Development Branch in Ottawa.

The address is:

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