

SUPPORT ON THE WEB

Exporting is a challenge, especially for anyone new to it. The good news is that there is plenty of support to smooth your way.

On-line service

The Virtual Trade Commissioner is one of the newest and most innovative trade programs offered by the Department of Foreign Affairs and International Trade. This is an on-line service for Canadian exporters looking for information on contacts and business opportunities in foreign markets.

The Virtual Trade Commissioner goes to work once a Canadian business registers as a client on the Trade Commissioner Service (TCS) Web site. It creates a personalized Web page for that company, with direct links to the trade officers responsible for business sectors in the firm's selected markets. The page also features the most recent market research, business opportunities, trade events and news to match the client's interests.

Through the Virtual Trade Commissioner, companies can register for trade missions or seminars, or request one of the six TCS core services on-line (see box, p. 10). In addition, clients are publicized to trade officers around the world.

Canada salutes its top exporters

Every year, the Canada Export Awards honour outstanding Canadian companies for their talent and innovative spirit in exporting.

"Canadian exporters are recognized around the world for their innovation and for the excellence of their products and services," says International Trade Minister Pierre Pettigrew. "Their achievements help Canada remain a leader in international trade. We want to highlight those firms that are competing and succeeding with the best in the world."

Since 1983, more than 200 companies have received awards for successfully expanding their businesses beyond Canada's borders. This year, the finalists will be announced in July. The winners and the Exporter of the Year will be feted at a gala presentation ceremony and dinner to be held in Toronto in November 2003.

For a demonstration of the Virtual Trade Commissioner, or to register on-line and access a personalized Web page: www.infoexport.gc.ca

e-Leads

Leads are vital in business. That's why TCS offers a unique service for Canadian exporters: the International Business Opportunities Centre's electronic leads system, known as e-Leads. This delivers international business leads from foreign buyers right to the desktops of Canadian companies.

The service is free for Canadian firms; simply complete a profile indicating export preferences.

For more information: www.e-leads.ca/cancompanies/default-e.asp

Target: new markets

The TCS Market Research Centre produces timely information to help Canadian exporters identify new markets for their products and services.

Country- and sector-specific market reports and briefs cover a broad range of business interests, from agri-food and bio-industries to information and communications technology. Over 1,000 reports and briefs are currently available on the TCS Web site (www.infoexport.gc.ca).

CanadExport delivers the news

Every two weeks, some 70,000 Canadian businesses receive *CanadExport*—an international trade and investment newsletter distributed free of charge.

CanadExport provides information on export opportunities, trade fairs and missions, and business conferences. It carries features and articles on export markets and successful Canadian exporters. Its pages contain invaluable information to help

Network makes exporting easy

A huge network is in place to help Canadian business people who are looking to export. The players on Team Canada Inc (TCI) are all-stars: over 20 federal government departments and agencies; provincial, territorial and municipal governments; industry associations; educational institutions; and private firms.

It's a complete package—all of Canada's trade-related organizations under one roof.

If a company wants to export barley to Saudi Arabia, for example, TCI can provide connections to Agriculture and Agri-Food Canada, the industry association, and the Canadian Trade Commissioner Service.

TCI helps companies prepare for their first export venture. It also helps experienced exporters expand into new markets.

Explore the full range of Team Canada Inc services. Telephone 1-888-811-1119 or visit ExportSource (www.exportsource.gc.ca), Canada's most comprehensive on-line source for export information.

Canadian exporters stay ahead of the competition.

For more information or to subscribe: www.infoexport.gc.ca/canadexport

Calling all Canadian women entrepreneurs!

"Businesswomen in Trade" is a Web site tailored to women-led businesses looking to export or improve their export performance.

The site offers practical advice from experienced businesswomen, information on trade events, and market leads and opportunities. Provided as well are links to key contacts in regional, national and international associations, government support agencies, and financial institutions.

For more information: www.infoexport.gc.ca/businesswomen ✪