

Team Canada Atlantic hits the Windy City: Part two

Chicago, Illinois > Team Canada Atlantic (TCA), a partnership of federal departments and the four Atlantic Provinces, has once again organized a successful trade mission to the greater Chicago marketplace this past October. This mission built on the success and momentum established during the first mission that was held in April 2005.



The Canadian delegation poses for an official group photo during the Team Canada Atlantic follow-up trade mission to Chicago.

The October mission was led by Senator James Cowan, Business Minister Peter Mesheau (New Brunswick), Development and Technology Minister Michael Currie (Prince Edward Island), Assistant Deputy Minister (trade and investment) William MacKenzie (Newfoundland

and Labrador) and Mr. Stephen Lund, President and CEO, NS Business Inc. (Nova Scotia). The delegation included 30 companies and a number of officials. A total of 189 business-to-business meetings were held. The Canadian Consulate General in Chicago was involved in all aspects of the planning, scheduling, execution and follow-up for the mission.

Program events included in-market briefings, discussions with senior U.S. executives, and a round table session on the commercialization of innovation and science & technology. Preliminary reports indicate that during the mission, companies made sales, developed strong leads and became more familiar with the market potential in the greater Chicago area. The Consulate General will continue to work with TCA to ensure that all opportunities are capitalized on, and that in-market advice, assistance and representation are provided.

Team Canada Atlantic staged its first trade mission in 1999 and has organized a total of 10 missions, resulting in \$36 million in sales. The TCA model includes two trade missions to the same market, spaced six months apart, and follow-up visits by individual provincial delegations. The next TCA target market will be Florida, in May 2006.

For more information, contact Maurice Egan, Deputy Consul General and Senior Trade Commissioner, Canadian Consulate General in Chicago, e-mail: maurice.egan@international.gc.ca, Web site: www.chicago.gc.ca. Team Canada Atlantic Web site: www.teamcanadaatlantic.ca.

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total population of 23.4 million people and a combined gross domestic product of \$850 billion, balanced by a huge agriculture sector (over 255,000 farms). Chicago is the western hemisphere's leading intermodal container handler, with twice the volume of Los Angeles and five times that of New York. Who knew?

In 2004, Canada's exports to the greater Chicago market reached \$35 billion. This significant trading volume is buoyed by a number of large and highly-active Canadian companies in the Chicago marketplace. The success of small and medium-sized companies, however, must not be dismissed. Simply put, if the good or service is of superior quality, is competitively priced and is backed by reliability, there is a sale for it in Chicago. Chicago business may not be flamboyant but to be sure, the business acumen in this diverse city is sophisticated and demanding—and the people are friendly and down to earth.

For more information on doing business in Chicago, contact the Canadian Consulate General in Chicago, tel.: (312) 616-1860, e-mail: chcg-td@international.gc.ca, Web site: www.chicago.gc.ca.

Spotlight on the trade commissioners

"Coming together is a beginning; keeping together is progress; working together is success."
—Henry Ford

As key actors within International Trade Canada, trade commissioners are practical business people with real world experience. They strive to forge international alliances and networks that are essential to the economic prosperity of Canada. How do they assist Canadian companies on a daily basis?

A global intelligence network

There are over 900 trade commissioners at work around the world. For more than a century, trade commissioners abroad have played a vital part of Canada's image as they promote Canada as a modern, dynamic nation. Within Canada, coast to coast, trade commissioners constitute a key centre of knowledge and expertise, contributing to the government's overall international objectives.

A world of activities

The work of trade commissioners is as diversified and varied as the constantly evolving economic background in which they operate. Whether a small firm is evaluating the potential of a specific market, a large corporation is seeking foreign partners for a joint venture, an investor is looking for local contacts, or a multilateral trade agreement is being negotiated, trade commissioners are involved. Their creativity, innovation and commitment to excellence are put to the test daily in a dynamic and demanding environment that thrives on adaptability.

The diary of a trade commissioner

Here are some extracts from a typical day in the life of a trade commissioner, as reported by a senior trade commissioner.

- 8:00 a.m.: Attend the opening ceremony of an exhibition. This is the perfect venue to network with local political officials and business people.
- 9:30 a.m.: Back in the office to research information on a local company, following a request from a Canadian exporter.
- 10:30 a.m.: Discuss a recent visit to an international trade fair, and the business opportunities that will result for Canadian companies. Talk about a trade

mission of local companies going to Ontario and Quebec, which is being coordinated with a number of Canadian provincial officials.

- 1:00 p.m.: With trade colleagues from other countries, prepare for a joint outreach visit to a province of the local country.
- 2:30 p.m.: Follow up on trade enquiries. Among them, a question about exporting computer systems that was received through the Virtual Trade Commissioner, and an enquiry from a local firm about the Canadian garment export quota.
- 4:00 p.m.: Brainstorm with a local business promotion association regarding the hiring of a Canadian intern.
- 4:45 p.m.: Meet with a Canadian company on a business trip. Follow up on their export plan and plan meetings with local buyers.
- 5:30 p.m.: Last tour of the office, before heading for a reception given in the honour of a Canadian trade mission taking place in the country, which will be the final highlight of a busy day!

At your service, anytime, anywhere

In an increasingly interconnected world, trade commissioners are the human face guiding Canadians through a complex and rapidly changing global marketplace. They constitute a bridge between the culture and expertise of Canadian businesses and their counterparts abroad. At any time, somewhere in the world, a trade commissioner is working towards what matters most to him or her: maintaining and promoting Canadian economic prosperity.

To meet the trade commissioners through your personalized Virtual Trade Commissioner, visit

www.infoexport.gc.ca