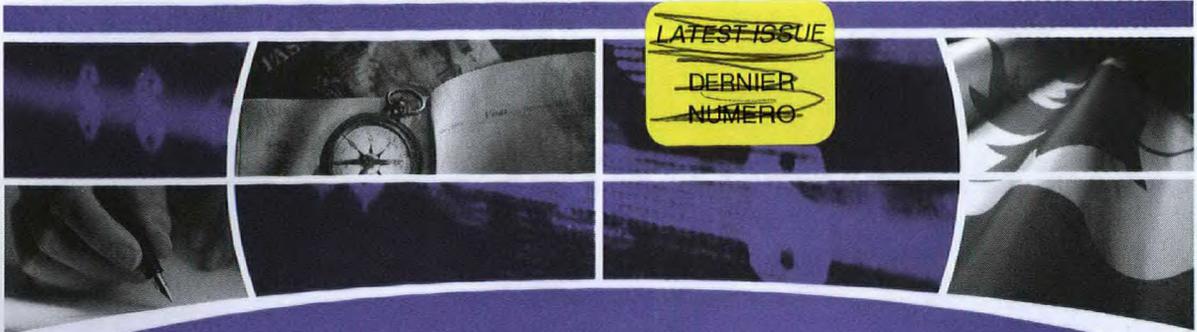


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Department of Foreign Affairs
and International Trade

Ministère des Affaires étrangères
et du Commerce international

Canada



CanadaExpo

New on-line service

Minister Pettigrew launches Virtual Trade Commissioner

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When companies are asked what they need to do business abroad, most agree they need timely and accurate information and intelligence on foreign markets. This is not new to the Canadian Trade Commissioner Service, which has been helping Canadian companies succeed abroad for over a century.

What is new is the way companies can access all this information and intelligence. At **Expo Comm** in Toronto on November 5, 2002, International Trade Minister Pierre Pettigrew officially launched the *Virtual Trade Commissioner* via videoconference to companies in the telecommunications, Internet and networking technologies sectors.

"The *Virtual Trade Commissioner* is a password protected service for our clients," said Minister Pettigrew. "Companies that register with us are given a personalized Web page to access trade leads and market reports, plus order services from our officers in 140 cities around the world."

The *Virtual Trade Commissioner* is the fastest—and newest—way to get sector-specific information and intelligence on foreign markets. Best of all, it's free!



International Trade Minister
Pierre Pettigrew

Just imagine...

- Receiving a personalized Web page containing market information and business leads that match your international business interests
 - Requesting services on-line from trade commissioners responsible for your industry in the markets of interest to you
 - Being informed of new information related to your industry and target markets as it becomes available
 - Making information on your company available to the 500 trade commissioners in our 140 offices abroad
- All you have to do to receive your personalized *Virtual Trade Commissioner* is register as a client of the Trade Commissioner Service. Complete the registration form available at

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Supplement
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