

## The Trade Commissioner Service Abroad

After you have identified a market of interest to your company, you may wish to contact the Trade Commissioners at the Canadian Embassy in the particular country of your interest.

Trade Commissioners abroad respond annually to thousands of enquiries from Canadian business people looking for foreign markets and enquiries from foreign business people looking for products or services in Canada. The latter are directed to Canadian exporters listed with External Affairs and International Trade Canada in the World Information Network for Exports (WIN Exports) database. If your firm is not listed you should make arrangements to do so through the International Trade Centre nearest you.

## Export Insurance and Export Financing

Export Development Corporation (EDC), a Crown corporation, provides a variety of insurance against risks involved in doing business abroad. This includes general coverage on exports, bid bond insurance and foreign investment insurance. In some instances, the EDC also provides supplier credits at internationally competitive interest rates to importers of Canadian products. See Chapter VII for the EDC's address.

## Trade Fairs and Missions

EAITC assists Canadian exporters to exhibit at fairs abroad and participate in missions to and from foreign markets. In addition to these events organized directly by the department, export market development assistance (PEMD) is also available to assist exporters to visit new markets, bring buyers into Canada and attend trade fairs that have no Canadian government sponsorship. Information on the fairs and missions in markets of interest to you can be obtained from your nearest International Trade Centre.

## Publications

A biweekly publication of External Affairs and International Trade Canada called *CanadExport* is a must for all Canadian exporters. It contains current information on all federal export services, international projects and specific markets and sectors on a regular basis. You can be added to the mailing list by calling tollfree 1-800-267-8376.