

**EXTERNAL AFFAIRS AND INTERNATIONAL TRADE CANADA**

**SECONDARY INDUSTRIES DIVISION**

The mandate of External Affairs & International Trade Canada (EAITC) includes the promotion of the export of Canadian goods and services through improved access and through trade development activities in concert with the business community.

As part of the International Marketing Bureau, the Secondary Industries Division (TAC) provides global market information and strategic guidance on Canadian capabilities on a broad range of industrial machinery, equipment and related services, in particular for: urban transit and rail; mining; pulp and paper equipment; plastics, labelling and packaging, and agricultural equipment; automotive products; environmental and energy equipment; furniture; textiles; houseware and hardware; apparel; footwear; sporting goods; consumer electronics; medical devices; and educational equipment.

The Secondary Industries Division (TAC) acts as the sectoral focal point within EAITC for the collection of global market information from Trade Commissioners abroad, and its dissemination to trade and industry associations, OGDs, provinces, and Canadian companies, and provides international market advice on "where the world shops". It provides input in setting departmental priorities and program resources, and to Government-funded programs and services (e.g. PEMD). It also provides advice on international trade exhibitions, outgoing trade missions and incoming buyers' missions. In cooperation with OGDs, the division produces sectoral capability guides on Canadian industry and technology for promotional use abroad.

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