

Sources of Help in China

Canadian Embassy and Consulates

In addition to the Canadian Embassy in Beijing, Canada has three Consulates to help export-ready Canadians. They are located in Shanghai, Guangzhou and Chongqing.

Canadian trade commissioners at the Embassy and Consulates can provide a wide range of services to support export-ready Canadian SMEs. They supply valuable analysis on current market conditions and opportunities; provide specific information on priority sectors in the Chinese economy; give counsel on Chinese business practices; and provide information on trade fairs and related events. Trade commissioners can also help by introducing you to potential customers, government officials and business contacts.

Trade commissioners at the Embassy in Beijing are assisted by local commercial assistants specializing in agriculture; aviation and transportation; high technology and telecommunications; energy and minerals.

Once you've registered your company with WIN Exports (you need to do this before you can speak to a trade commissioner), you should be prepared to provide him or her with company literature, and information about your product and pricing. The trade commissioner may also need to know:

- How long have you been in business?
- What are your sales volumes, market share, number of employees?
- What makes your product or service competitive in Canada (e.g. quality, price, packaging, delivery, after-sales service)?
- Who are your major customers in Canada?
- Who are your major competitors in Canada?
- What distribution channels do you use (i.e. agents, distributors, others)?
- Are you already exporting? If so, to where?

Details about your export plans:

- What are your reasons for targeting the China market?
- What makes you feel you have a competitive advantage in China?
- What is your strategy for entering this market? (e.g. pricing, shipping, financing)?
- What budget have you committed to marketing your product or service?
- Who in your organization will be dedicated to pursue this export market?
- Do you have any previous experience in the China market or in other markets abroad?
- Are you currently pursuing other markets?
- Have you contacted the trade commissioners in these other markets?