

INTERNATIONAL BUSINESS DEVELOPMENT

Various organizations in both Canada and India are interested in promoting trade, and will provide various forms of support to Canadian firms looking to develop trade relations with India. Below is a brief description of the services available. Contact details are located in the list on the following pages.

In Canada

DFAIT, through the South Asia Division, International Trade Centres (ITCs) and its posts in India, provides sectoral expertise and administers the overall trade-promotion funding, including the Program for Export Market Development (PEMD).

International Trade Centres located across the country help Canadian exporters to take advantage of opportunities in foreign markets. ITC officers provide current information on international markets, joint ventures and technology-transfer opportunities, trade fairs and missions, and trade-related conferences and seminars. ITCs can be particularly useful in assisting export-ready companies with the preparation of their marketing plan. In fact, this plan is a key element, which should be prepared before considering entering any export market and before contacting a trade commissioner abroad.

Canada's ITCs connect you with international business opportunities through a network of trade commissioners in 128 cities around the world. Working "on-site" in foreign markets, these trade officers can help you identify sales leads, provide advice on foreign-trade practices, and promote your company to local customers.

The ITCs can also provide you with a copy of the **Guide to Export Services**, an overview of export services available to Canadian businesses.

DFAIT's **Enquiries Service** offers a range of information and counselling services to assist you — whether you're already exporting or just entering the export market. You can access over 1500 market studies and get information on export

opportunities, programs, and services — all in a format that best suits your needs. You'll also find a wide selection of publications on trade, investment and foreign policy.

WIN Exports is a database of Canadian exporters and their capabilities. The system is used by trade commissioners in Canada and overseas to share information, keep track of services provided and match companies like yours to foreign-purchase requirements. A WIN-registered company automatically receives *CanadExport*, DFAIT's business newsletter.

Canada's International Business Strategy (CIBS) is a consultative process that brings together government and the private sector in the identification of emerging trends, opportunities and challenges in major markets, and in the development of strategies for successful pursuit of international business by Canadian industry. **The CIBS Compendium** is an on-line updated list of government-sponsored trade events and promotions, in Canada and abroad, that have been identified as a result of the CIBS process.

Strategis, Canada's largest business Web site, offers a wealth of export information that can help you decide about growth opportunities, explore new markets and assess the risk of new ventures, all on-line. **Trade Data Online**, an information database accessible through Strategis, provides Canadian and U.S. information on trade trends, import market shares and other key data to help you forecast new markets, assess the competition and plan production.

The **Agri-Food Trade Network (ATN)**, one initiative under the Agri-food Trade Service (ATS), provides on-line access to agri-food trade information, including country/market profiles, Canadian supply capability and trade shows and missions. The ATN also contains a directory of federal government trade contacts around the world. It may be found under "Trade Contacts" at <http://atn-riae.agr.ca/>

