



## **Introduction**

The Department of External Affairs has produced this Market Facts booklet to make identifying export opportunities worldwide easier.

The information has been collected by 90 Canadian missions abroad and is organized by industry sector, subsector and mission. Each mission is responsible for a market area.

This booklet allows you, as an exporter or prospective exporter, to identify specific markets where trade commissioners believe your particular product or service has export potential.

More detailed information can then be obtained directly from the mission identified, the geographic trade development division of the Department of External Affairs or the International Trade Centre in the IS&T regional offices.

A summary of the primary export marketing services available from the Department of External Affairs and other government departments, as well as a list of key trade contacts, is also included in this booklet.