

Export Financing Information:

The success of the promotion of Canadian exports is to a large measure contingent upon the performance of international financing facilities available to Canadian exporters. To this end, the Department participates actively in both policy formulation and operational aspects associated with the Export Development Corporation (see page 18), the Canadian International Development Agency (see page 18), and the international financing institutions.

Export Permits and Controls: The Department of External Affairs makes exporters aware of the requirements of the Export and Import Permits Act, reviews and approves, or denies, export permit applications. It also establishes policy relating to the control of exports from Canada for national security, foreign policy or supply reasons.

For further information on these departmental activities, contact: Trade Information Centre, toll free 1-800-267-8376.

Trade Commissioners Abroad

Role: The Department of External Affairs maintains a worldwide network of trade commissioners to assist companies seeking export markets, with some 500 officers in more than 90 Canadian embassies, high commissions and consulates.

Responsibilities: There are a number of ways trade commissioners can assist exporters. They help new exporters enter the marketplace and, in fact, encourage them to visit markets when conditions appear particularly favourable for their commodity or service. Trade commissioners identify firms suitable as agents and place Canadian suppliers in direct contact with these firms, and can provide credit and other information on potential business partners in foreign countries.

In the course of their daily activities, trade commissioners perform a variety of tasks: they prepare a number of reports on the country they are posted in — on trade, business and financial conditions, on new market opportunities and competition in the market place, on tariff and trade regulations and on banking practices. Much of this information, along with guidance on how to quote in the market, is relayed to current and potential exporters.

The trade commissioner is the focal point abroad for the Government of Canada's efforts to promote tourism and the export of Canadian goods and services in foreign markets. Trade commissioners represent and defend Canadian trade interests abroad, analyze local commercial practices and economic policy developments that could affect this trade and influence the policy of government departments in Ottawa. All dealings between trade commissioners and companies are commercially confidential.

They also advise and assist Canadian companies seeking foreign joint-venture and licensing opportunities and encourage foreign companies to make investments in Canada that contribute to Canadian technology, productivity and employment generation.

Trade commissioners are a source of continuing assistance to Canadian firms already established in various market places. They maintain close contact with new agents, intercede with local authorities on behalf of exporters and help cut red tape and smooth out difficulties to keep Canadian trade moving.

The trade commissioners are an important link between Canadian sellers and foreign buyers but, naturally, there is a limit to the services they perform for private companies. They WILL NOT sell a product or act as sales agent, debt