

- *Trade fairs.* The TFO can provide support for the participation of exporters from the region in selected trade fairs and exhibitions in Canada. It will help Commonwealth Caribbean exporters to establish contact with Canadian retailers, wholesalers, distributors and agents for the purpose of promoting sales.
- *Trade missions.* The TFO can plan itineraries, make appointments and facilitate in other ways trade missions to Canada from the Commonwealth Caribbean. No fee is charged for these services, but sufficient lead time is essential in order to plan these missions. Exporters without agents in Canada, or who have a limited knowledge of the Canadian market, may qualify for financial assistance for trade missions.
- *Trade seminars.* TFO can acquaint exporters with the special character of the Canadian market and can organize, in collaboration with the host-country trade promotion body, seminars in the Commonwealth Caribbean region. Support from TFO could help a team of selected Canadian importers meet with local business people in Commonwealth Caribbean countries, and provide first-hand information about opportunities in the Canadian market.

The TFO also organizes seminars in Canada for government representatives from developing countries who are accredited to Canada, including representatives from the Commonwealth Caribbean. These seminars can help improve understanding about Canada's import policies and practices, as well as market information about particular products.

- *Facilitating contact between Canadian importers and developing country exporters.* The TFO helps identify sources of supply in the Commonwealth Caribbean region by maintaining a register of exporters which includes their company name, address, contact name, telex number and area of product interest. This information can be made available to the Canadian business community in response to requests.

Commonwealth Caribbean exporters who wish to market their products in Canada should provide the TFO with full details of their operation. This would help TFO to match their interests with those of a Canadian importer.