

Trade officials in Ottawa are in place to help new and experienced Canadian companies that have researched and selected their target markets. Their work complements that of officials in International Trade Centres across Canada, in other federal departments, and in provincial or territorial governments who help prepare Canadian firms to become export-ready. A listing of the trade personnel in DFAIT's Africa Bureau can be found in Chapter 6.

**Six Core Services of the Trade Commissioner Service**

The Trade Commissioner Service offers six core services to help Canadian companies penetrate overseas markets. However, not all the services listed below are available in every Sub-Saharan market:

- *Market Prospects*
- *Key Contacts Search*
- *Visit Information*
- *Face-to-Face Briefings*
- *Local Company Information*
- *Troubleshooting/Advocacy*

Remember to notify the Canadian mission of your visit at least two weeks before your arrival. Also, note that not every African country has a resident Canadian trade official.

