



HELPING COMPANIES THAT HAVE RESEARCHED AND SELECTED THEIR TARGET MARKETS

The Canadian Trade Commissioner Service works with Canadian companies that can demonstrate their commitment to succeed in the global marketplace. Whether you're a small or large company, new or experienced in foreign markets, you need to prepare for the challenges of international business. Trade commissioners can help you.

1. Research and select your target markets

Call Team Canada Inc 1 888 811-1119 or visit exportsource.ca

Get in touch with the Team Canada Inc network to access the Government of Canada's full range of international business development services available in Canada. An officer can answer your questions about trade missions and events, market reports, export education, and financing, or can direct you to the right contact.

2. Obtain a Virtual Trade Commissioners at www.infoexport.gc.ca

If you have researched and selected target markets for your products, services or technologies, we invite you to register as a client of the Trade Commissioner Service to receive your **free** Virtual Trade Commissioner. By registering you will:

- receive a **personalized**, password protected Web page containing market information and business leads that match your international business interests
- be able to request **services online** from the trade officers responsible for your industry in the markets of interest to you
- be informed of **new information** related to your industry and target markets as it becomes available
- make information about **your company** available to the 500 trade commissioners in our 140 offices abroad.

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3. Help us serve you better

Make sure you describe your company and your plans when contacting our offices abroad. To help you prepare, the following are typical questions asked by foreign clients and contacts:

- What is unique or special about your company, product or service? Where is your product manufactured?
- Who are the end-users of your product or service? Who do you sell to in Canada and abroad, and how?
- Which countries or regional markets (e.g. Northwestern U.S.) are you targeting and why? What do you know about your target market?
- How do you plan to enter the market: export, license, joint venture or investment?
- How would you describe the typical buyer, distributor, agent or partner you want to work with in your target market?
- When do you plan to visit the market? Have you considered adapting your product or service literature to the market at that time?