

1. USING FEDERAL GOVERNMENT EXPORT SERVICES

Federal government services dedicated to supporting the efforts of Canadian exporters are constantly evolving. A Canadian company seeking advice and assistance can look forward to a variety of services to help solve the many problems related to exporting and this brochure is a guide to these services. The main government organizations involved in the delivery of export related and financing services are:

- The Department of Regional Industrial Expansion Regional Offices
- The Department of Regional Industrial Expansion Industry Sector Branches
- The Department of External Affairs Geographic Branches
- The Department of External Affairs Trade Development Branch
- Trade Commissioners Abroad
- The Export Development Corporation
- The Canadian Commercial Corporation
- The Canadian International Development Agency

A First Step

Located in all provinces, the regional offices of the Department of Regional Industrial Expansion (DRIE) (see page 9 for addresses) are the first point of contact for potential exporters. These offices counsel and assist individual companies in their region in the manufacturing, processing, agricultural,

fisheries, tourism and selected service sectors to pursue export marketing opportunities. These offices also provide financial assistance for industrial development and administer the Program for Export Market Development (PEMD) (see page 15).

In Ottawa

The Department of Regional Industrial Expansion industry sector branches (see page 10), are the prime source of national industrial intelligence. They are the principal contact for sourcing enquiries for Canadian products and services from overseas buyers and they assist in recruiting companies for trade fairs and missions sponsored by the Department of External Affairs. They also assist Canadian firms in joint venture activity with foreign companies and process and appraise applications for the Defence Industry Productivity Program (DIPP) (see page 10).

The Department of External Affairs' geographic branches are responsible for the management of Canadian foreign policy — political, economic and trade — with every region in the world. Information on particular export markets is readily available from the trade development divisions within these branches (see page 12) including information on tariffs and access issues. Assistance to Canadian exporters is also available from the International Trade Development Branch (see page 13), and through the Program for Export Market Development (see page 15) and the Promotional Projects Program (Fairs and Missions) (see page 16.)

Abroad

The trade commissioner is the focal point of the Department of External Affairs for the promotion of Canadian goods and services in the foreign marketplace. Some 500 officers in more than 90 Canadian embassies, high commissions and