



Last updated: December 1st, 1998

What's New

Our Role

Client Management

Client Policies

Services to businesses

Services to Partners

Additional Services

Post Support: People

Post Support: Tools

Discussion

Français

Our Role

The role of the Trade Commissioner Service is to promote Canada's economic interests in global markets. As a trade commissioner, you facilitate:

- export market development
- foreign market access
- trade policy
- investment in Canada
- international business contacts
- foreign business leads and strategic alliances
- licensing and franchising
- joint-venture partnering and subsidiary development
- technology transfer

As part of the Department of Foreign Affairs and International Trade, the Trade Commissioner Service is also a member of Team Canada Inc. Team Canada Inc receives guidance on international business development and trade policy issues from the private sector through the Team Canada Inc Advisory Board.

The policies and guidelines presented on this Intranet site are focused on our primary client: Canadian businesses that have researched and selected their target markets. However, we recognize that you have other clients and that posts engage in a number of additional value-added proactive functions. It is one of our objectives to ensure that all officers find the time to be proactive in their markets and find the market intelligence needed to provide high-quality core services. That is why we are offering a set of consistent core services and communicating more effectively with our clients.

Proactive functions of Posts:

The following is a list of value-added, proactive functions that posts currently engage in and which demonstrate the added value of the Trade Commissioner Service. Allocate your time to these activities based on the potential benefits they bring to Canada.

- Support incoming and outgoing missions and trade fairs (sponsored by the Department of Foreign Affairs and International Trade including the New Exporters to Border States-NEBS-program).
- Organize seminars or workshops with market contacts.
- Raise awareness of Canada in the local market (press releases, advertising, speeches, interviews, Canada "branding" program and other communications).
- Network by making out-calls, attending business events and gathering