



## The Canadian Trade Commissioner Service at the cutting edge of e-service delivery

The vision of the Canadian Trade Commissioner Service is to be known for the excellence of its people, for the high quality of its services, and for its contribution to making Canada a prosperous and innovative nation.

The Trade Commissioner Service is truly global, with 149 offices abroad located in 101 countries and 12 regional offices in Canada.

Through client surveys, the Trade Commissioner Service re-aligned its service delivery to better serve Canadian business. One of the main components of the re-engineered client service delivery was, and continues to be, a focus on e-services, in order to provide clients with timely business intelligence.

The Trade Commissioner Service is at the forefront of e-service delivery, both for Canadian clients as well as for foreign companies. With a well established website and online service delivery to Canadian clients through the Virtual Trade Commissioner, the Trade Commissioner Service provides consistent and value-added service to Canadian businesses. In addition, the Trade Commissioner Service has played a leading role in the development of a website to help foreign companies do business with Canada.

### InfoExport

The website of the Trade Commissioner Service, [www.infoexport.gc.ca](http://www.infoexport.gc.ca), is the public access website for existing and new clients of the Trade Commissioner Service. Through this site, clients can identify trade commissioners responsible for their specific industry sectors in every country. They can also access industry- and country-specific information, including industry sector reports, economic profiles and regulatory information, as well as lists of key trade events, hotels and providers of additional business services in their countries of interest.

### The Virtual Trade Commissioner — Personalized export resources

The Virtual Trade Commissioner is a customizable, online tool which provides access to business leads, sectoral news, timely market and sectoral information, contacts and services according to a Canadian company's specific international needs. This free tool is a single-service window to personalized export services 24 hours a day, 7 days a week.

The Virtual Trade Commissioner provides direct access to over 900 Trade Commissioners in Canada and abroad. Companies can register online at [www.infoexport.gc.ca](http://www.infoexport.gc.ca).

### Doing Business with Canada — website for foreign businesses

The [www.DoingBusinessWithCanada.gc.ca](http://www.DoingBusinessWithCanada.gc.ca) website provides foreign businesses with one-stop, online information and services on how to do business with Canada. It was developed in collaboration with all government departments and agencies involved in Canada's international business development activities.

Through its e-services, the Trade Commissioner Service effectively delivers international business development services to Canadian clients, providing the valuable business and market intelligence companies need to stay competitive in the increasingly complicated world of international commerce.

Register for your Virtual Trade Commissioner and discover how the Canadian Trade Commissioner Service can help you succeed in global markets.

Find out more at:

[www.infoexport.gc.ca](http://www.infoexport.gc.ca)

## Brazil and Argentina to host health sector mission

Buenos Aires and Sao Paulo, November 19-25, 2006 > Quebec businesses and organizations in the health industry are invited to participate in a trade mission to South America.

Brazil and Argentina represent a very promising market for health industry businesses. If you are a Quebec-based business in the health sector and you don't yet do business in this market, this is a great way to start. As well, if you are already doing business there, this may be a great way to expand your activities.

Spend two and one half days each in Buenos Aires and Sao Paulo, have at least six individual meetings

with potential leads, attend information seminars on the sector, how to approach it and on business opportunities, and take part in a variety of

networking activities.

This trade mission is being offered by the Ministère de Développement économique, de l'Innovation et de l'Exportation du Québec in partnership with the World Trade Centre (Montreal), the Quebec Regional Office of Foreign Affairs and International Trade Canada, the Canadian Embassy in Buenos Aires

and the Canadian Consulate General in Sao Paolo.

For more information, go to [www.btmm.qc.ca/brazil-argentina](http://www.btmm.qc.ca/brazil-argentina).

### Raise your profile in the following sectors:

- Medical equipment and supplies
- Pharmaceutical, natural products and cosmetics
- Biotechnology and lab equipment
- Hospital construction and infrastructure management
- Health system management

## Doctor's in at Indian medical fair

Hyderabad, February 10-12, 2007 > MediTec 2007, India's premier medical equipment and technology show is shaping up to be the biggest medical technology event in the country and Canadian companies are being sought for a Canadian pavilion.

India has been identified as a key market for the global healthcare industry. The current healthcare market in India is estimated to be worth some \$21 billion, growing at about 15% per year, and is expected to reach \$51 billion by 2012. Huge investments to the tune of \$55 billion are planned over the next 10 years with 70% funded by private sector.

Good healthcare facilities in India are in short supply and demand for quality modern medical care is increasing rapidly. The country's pharmaceutical market is getting bigger too, estimated at over \$11 billion, and India is fast becoming a key destination for clinical trials and contract drug research.

Every company that took part in last year's Canadian pavilion were able to identify distribution partners for their products. The show offers an excellent platform for Canadian companies to market their products and services and to identify potential partners. One of the event's highlights include various technical seminars and

conferences conducted by leading doctors and specialists from the medical field.

The trade team at the Canadian Consulate in Chennai will help organize meetings and site visits in other cities like Mumbai and New Delhi and provide logistical support for participating companies.

Spaces with the Canadian pavilion be offered on a first-come, first-served basis and the deadline for registration is December 15, 2006.

For more information, contact Kishore Kumar, Canadian Consulate in Chennai, tel.: (011-91-44) 2833-0888, or 6547-7818, cell: (011-91-44) 98402-57388, fax: (011-91-44) 4215-9393, email: [cheni@gocindia.org](mailto:cheni@gocindia.org), website: [www.meditecinternational.com](http://www.meditecinternational.com).