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## VI. FEDERAL EXPORT ASSISTANCE

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### Market Advisory Services

As a service to Canadian business, the federal government maintains trade officers in 67 countries around the world. These representatives provide assistance to Canadian exporters and help foreign buyers locate Canadian sources of supply. In addition to providing the link between buyer and seller, trade officers advise Canadian exporters on all phases of marketing, including:

- provision of economic/political information on the country;
- identification of export and market opportunities;
- market competition assessment;
- foreign business persons and government officials introductions;
- screening and recommending of agents;
- supplying guidance on terms of payment; and
- assistance with tariff or access problems.

Trade officers also play an active role identifying market opportunities and encouraging and organizing promotional efforts.

The geographic trade divisions at External Affairs and International Trade Canada in Ottawa are another valuable source of information. Each division concentrates on markets in a specific geographical region and provides the central government link in Canada for trade officers abroad. The trade officers in Baghdad are in contact with their counterparts in the Middle East Trade Development Division in Ottawa (see address at the beginning of this brochure). This office can provide the following information:

- economic outlooks for individual countries and information on the market for particular products and commodities;
- market information on projects;