
V. *FEDERAL EXPORT ASSISTANCE*

Helping Canadians Win Markets

In addition to developing policies to advance Canadian export interests, the government offers Canadians a wide range of export programs and services through its well-established international network of 127 Trade Commissioner offices and 12 International Trade Centres across Canada, which combine the resources of the Trade Commissioner Service and officers of Industry, Science and Technology Canada (ISTC). Completing the network of trade expertise available to the business community are the geographic and sector experts at External Affairs and International Trade Canada (EAITC) in Ottawa.

Trade officers identify the most promising markets and sectors, assist with the preparation of visits to potential markets, arrange participation by Canadians in trade fairs abroad and involve Canadian exporters in visits to Canada by foreign buyers. They also promote investment and joint ventures and other strategic alliances between Canadian and foreign firms, and the transfer of technology to Canada.

Getting Started

If you are new to exporting or want to find out more about trade services offered by the Canadian government, your first step is to contact the Trade Commissioner in the International Trade Centre nearest you. There are centres in each of the 10 provinces.

If you are interested in international market prospects for a specific product or service, contact the Trade Commissioner in the appropriate Sectoral Trade Division in Ottawa.

For information on a specific country or geographic region, contact the Trade Commissioner in one of EAITC's Geographic Trade Divisions in Ottawa.

Addresses for the previously mentioned contacts are listed in Chapter VII.