

International Trade Centres

As a service to Canadian businesses, the federal government maintains 112 trade offices throughout the world. These offices provide assistance to Canadian exporters and aid foreign buyers in locating Canadian sources of supply. In addition to providing a link between buyer and seller, the Trade Commissioner can advise Canadian exporters on all aspects of marketing. Trade commissioners also play an active role in seeking out market opportunities and encouraging promotional efforts.

Department of Foreign Affairs and International Trade Canada

The trade development offices of Foreign Affairs and International Trade Canada offer an additional source of information. Each of these offices concentrate on markets in specific geographical regions. In this case, responsibility for Trinidad and Tobago falls under the Caribbean and Central America Trade (LCR) Ottawa.

The trade development divisions are also responsible for providing exporters with marketing assistance and advice, and informing business people about export services provided by the Canadian government and about specific export opportunities as they arise.

Trade Fairs and Missions

In order to assist Canadian exporters in further developing foreign markets, the Fairs and Missions Division of the Latin America and Caribbean Branch of Foreign Affairs and International Trade Canada organize and implement the following trade promotion programs:

- ▶ Participation in trade fairs in Canada and abroad;
- ▶ Trade missions to and from Canada;
- ▶ in-store promotions and point-of-sale displays; and
- ▶ export-oriented technical training for buyers' representatives

CanadExport

CanadExport is DFAIT's twice monthly newsletter keeping Canadian exporters informed about key trade matters. Regular features include information on international market opportunities, upcoming events such as trade fairs, official trade visits and conferences, developments affecting the international trading environment, and government programs and services to assist exporters. To subscribe to CanadExport Tel (613) 996-2225, and also is available online.

WIN Exports

WIN Exports is DFAIT's database of exporters. It is used by Canadian Trade Commissioners around the world to answer requests from foreign buyers for potential suppliers. Export-ready