

To contact the Canadian trade commissioner in the country itself, Info Export can provide you with names, telephone numbers and addresses and can send you the booklet, *Business Directory of Canadian Trade Representation Abroad*. Info Export is also your primary source for *A Guide for Canadian Exporters*, External Affairs' series of comprehensive booklets which contain geographic, climatic, cultural, economic and market data for individual countries or market areas.

Info Export is your instant guide to all of the export programs and services provided by the federal government.

The Council of Canadian Trading Houses

99 Bank Street
Suite 250
Ottawa, Ontario K1P 6B9
Tel: (613) 238-8888
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A good introduction to exporting for the novice may be through the use of a Canadian trading house. A trading house may act as your export department or provide any of the ancillary services you may require to develop your export strategy.

The Council of Canadian Trading Houses is a national association of Canadian trading houses organized under the auspices of the Canadian Export Association which requires its members to pass an accreditation procedure that focuses on a company's experience, competence and reliability. It provides referral for potential users to accredited trading houses, material on how to use and select them and conducts seminars on trading houses across Canada to disseminate information about their use as an alternative export vehicle, particularly to offshore markets.

International Trade Data Bank
Library Services Division (BFL)
Department of External Affairs
125 Sussex Drive
Ottawa, Ontario K1A 0G2
Tel: (613) 992-6941

The International Trade Data Bank is an information bank based on the United Nations computer tapes which track and list the export and import flow data for 66 major trading nations as well as for groupings such as the European Economic Community (EEC) and the Organization for Economic Co-operation and Development (OECD). Essentially, the International Trade Data Bank gives current figures, provided by the member countries and listed by product category, on what and how much each country imports, the countries from which it obtains its imported products and the nature, amount and destination of its exported products.

Department of Regional Industrial Expansion

The Department of Regional Industrial Expansion (DRIE) maintains a regional office in each of the 10 provinces. The DRIE regional office is an invaluable, close-to-home resource with a mandate to counsel, encourage and assist individual companies within the region to exploit international export marketing opportunities. It does this with a multi-faceted educational program of seminars, workshops and conferences on every aspect of trade. Each office maintains a regional sourcing register and will include you in its Business Opportunities Sourcing System (BOSS). The BOSS register lists the names, addresses, products, capabilities and other vital statistics of companies within each region and makes the information available to potential domestic and foreign customers.

DRIE also provides individual export counselling and information and assistance to exporters considering exhibiting at international trade fairs. As well, the DRIE office in your province can direct you to the appropriate industry sector branch in the Ottawa headquarters that has expertise concerning your product. The department is also the principal link between the trade promotion programs of the federal and provincial governments.