

TRADE FAIRS AND MISSIONS

The Department of Foreign Affairs and International Trade (DFAIT) sponsors and organizes both trade fairs and trade missions. Market information, financial assistance and assistance with the logistical details associated with participating in these events are provided by DFAIT thus freeing a company to concentrate on its marketing efforts.

OUTGOING TRADE MISSIONS

Outgoing trade missions are visits by selected Canadian firms to a target foreign market. They provide an opportunity for new-to-market companies to obtain current information and intelligence in preparation for market entry. Participants gain exposure and establish key contacts in the target market enabling them to make informed decisions upon which they can build their export marketing plans.

INCOMING TRADE MISSIONS

Incoming trade missions are visits to Canada by foreign buyers/investors, designed to increase the visitors' knowledge of Canada as a potential source of supply, a place of investment or to arrange a joint venture. They enable Canadian companies, included in the itinerary, to promote their goods/services to the visitors and develop important business contacts.

TRADE FAIRS

Trade fairs abroad provide exporters interested or newly established in the target market, with an opportunity to promote their products and services, identify potential sales opportunities, develop valuable business contacts and/or locate agents and distributors.