

EXTERNAL AFFAIRS AND INTERNATIONAL TRADE CANADA

ADVANCED TECHNOLOGIES DIVISION

External Affairs and International Trade Canada (EAITC) has the primary federal government mandate for assisting Canadian industry in its efforts to market products and services internationally. The Advanced Technologies Division (TAE) is the Departmental focal point for facilitating the international marketing of advanced technology products and services.

Trade Commissioners assigned to TAE provide global marketing expertise and support for the fields of telecommunications, computer based technologies, instrumentation, geomatics (including remote sensing), components and electronics. They have a broad knowledge of global activities and opportunities in these sectors and provide counselling and assistance to Canadian firms in identifying and accessing business opportunities abroad.

In cooperation with Trade Commissioners from Canadian trade posts and the geographic trade divisions within EAITC, TAE coordinates foreign market intelligence collection and dissemination and advises on the implementation of selected promotional activities including industry participation in major international trade exhibitions, foreign market exploration missions, incoming buyers missions, seminars and conferences. For promotional use abroad, the Division produces sectoral publications and diskettes highlighting the capabilities of Canadian companies.

For more information about how we can assist you with your international marketing plans, please contact:

ADVANCED TECHNOLOGIES DIVISION (TAE)

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