

The Canadian Manufacturers' Association (CMA)

Trade Development
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With its headquarters in Toronto, the Canadian Manufacturers' Association (CMA) operates seven regional divisions, 22 branches and 11 offices across Canada.

For more than a century, member companies have relied on the CMA information and services to improve their competitiveness in world markets.

Among others, the CMA publishes the monthly *World Trade News*; the annual *Canadian Trade Index*; and an up-dated and revised export guide entitled *Understanding Exports*.

In the area of international trade activities, the CMA has signed cooperation agreements with its counterparts in Mexico, India and Thailand. Other agreements are pending. CMA members participate in trade missions resulting in successful export sales, long-term contracts, agency agreements, joint ventures and licensing arrangements.

The CMA acts as the secretariat for the Federation of Canadian Manufacturers in Japan, aimed at helping Canadian manufacturers penetrate the Japanese market. In the field of trade development, CMA members benefit from:

- Information on markets, trade, foreign tariffs, customs, documentation, government programs and services, export credits, insurance, finance, international exhibitions, trade fairs and missions
- Liaison with government
- Through export forums, continuous programs in procedures and techniques of doing business abroad
- Courses on principles and practices of export documentation

(This information was provided by the Canadian Manufacturers' Association.)

The Canadian Chamber of Commerce

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International Division
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The Canadian Chamber of Commerce and chambers of commerce and boards of trade in a number of centres carry out a broad range of activities designed to promote Canadian trade. These include seminars and conferences providing information on specific markets, documentation services required for exporting, and programs to put Canadian companies in touch with foreign buyers. The

chamber also administers a series of bilateral and regional trade councils and operates a Canadian Trade Office in Taipei, Taiwan, the only permanent trade presence in that market. (*See also Canadian Chamber of Commerce under Documentation later in this section.*)

(This information was provided by The Canadian Chamber of Commerce.)

Federation of Export Clubs Canada

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Export clubs are associations of independent business people who gather regularly at informal meetings to discuss various aspects of international trade. The clubs provide a venue for exporters and potential exporters to share their exporting experiences and to obtain information that may assist them in attaining export objectives.

Export clubs in Canada fall into two categories: (1) "Independent" (free-standing) export clubs whose membership is comprised of business people operating independently of local chambers of commerce and boards of trade; and (2) "Joint Venture" export clubs whose membership is comprised of businesses which are also members of local chambers of commerce and boards of trade.