

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) within EAITC is responsible for facilitating the international marketing of advanced technology products and services. The Division also serves as the focal point for the sector within EAITC.

Trade Commissioners assigned to TAE provide global marketing expertise and support for the fields of telecommunications, computer-based technologies, instrumentation and electronics, as well as a broad knowledge of world market activities and opportunities in these sectors.

The Division is charged with keeping abreast of technologies and the challenges presented by the international marketplace, which for the information technologies and electronics sectors is expanding at a rapid rate. Canadian advanced technology exporters are provided counselling and assistance in identifying and accessing appropriate markets.

In cooperation with Trade Commissioners from Canadian trade posts abroad and the geographic trade divisions within EAITC, TAE organizes and coordinates export promotion activities including industry participation in 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.

ADVANCED TECHNOLOGIES DIVISION (TAE)

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