

DFAIT

The Department of Foreign Affairs and International Trade (DFAIT) – through its Eastern and Southern Africa Division, overseas missions, and information services – can help your business access opportunity in Africa.

As the lead federal department responsible for Canada's international business development, DFAIT operates and maintains the Trade Commissioner Service. Trade Commissioners and locally-engaged Commercial Officers assist Canadian firms in Africa by providing market information and intelligence, facilitating access to contacts and business opportunities, and generally promoting Canadian business interests.

Trade Commissioners and You

If you are new to exporting, or want to find out about trade services offered by DFAIT, the first step is to contact the Trade Commissioner in the International Trade Centre (ITC) nearest you. There are centres in each of the 10 provinces. For more specific information on a country in the region, contact one of the Trade Commissioners in the Eastern and Southern Africa Division of DFAIT in Ottawa. The Division produces "Market Opportunity Guides" on key sectors, is aware of and involved in relevant missions and trade shows, and can direct you to other contacts and information sources as required. Remember that the Trade Commissioner is your ally, confidant, and advisor. All company or market information shared with him or her is commercially confidential.

Once you have identified markets of interest, you may then wish to contact the Trade Commissioners or Commercial Officers based abroad. Services can be provided to clients in support of export promotion, tourism, foreign direct investment, and technology transfer in the following categories: market information and intelligence; advice and counsel on foreign markets; partnering and matchmaking; advocacy with foreign governments and business on the clients' behalf; and, selecting and organizing trade, investment, and tourism events.

Information Services

DFAIT provides a whole range of information support services through its InfoCentre (see box). As well, its WIN Exports computer database of Canadian exporters and their capabilities is used daily by Trade

Commissioners to acquire information about Canadian exporters in order to respond quickly to inquiries from prospective foreign buyers. To register in WIN Exports, contact your nearest ITC or call the Department's InfoCentre at 1-800-267-8376, or (613) 944-4000.

DFAIT's bimonthly newsletter, *CanadExport*, is available in both print and electronic formats. Electronically, *CanadExport* can be accessed as an on-line, daily updated publication or an Email edition to electronic subscribers. *CanadExport* is distributed to some 40,000 Canadian subscribers, particularly SMEs, informing them of new trade and investment opportunities, programs and services for Canadian exporters, upcoming trade fairs and missions, trade-related publications, and export successes and winning strategies. During 1996, supplements in *CanadExport* focused on SADC, South Africa, and Zimbabwe.

DFAIT wants you to take advantage of emerging business opportunities in Eastern and Southern Africa, and its Trade Commissioners and Commercial Officers (both at home and abroad) are ready to work with you.

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DFAIT INFOCENTRE

InfoCentre is an information, reference, and consultation service for Canadian exporters, companies interested in international markets, and anyone interested in Canadian foreign policy. Email: sxci.extott@extott09.x400.gc.ca

1. Call Centre Hot-line/Walk-in Centre:
 Call 1-800-267-8376 (613-944-4000 in the Ottawa/Hull region), or fax (613) 996-9709. Provides information on trade and foreign policy.

2. FaxLink Domestic: (613) 944-4500
FaxLink International: (613) 944-6500
 Clients must call from a fax machine and interact with the system using the touch-tone key pad on their fax.

3. Website: <http://www.dfait-maeci.gc.ca>