

Australasia (Australia, New Zealand, South Pacific)
996-1052

Africa and Middle East

Africa

Algeria
990-8133

Kenya, Uganda, Ethiopia, Somalia, Comores, Djibouti, Nigeria, Ghana, Benin, Togo, Sudan
990-6592

Morocco, Tunisia, Mauritania, Senegal, Gambia, Guinea, Guineau-Bissau, Cape Verde
990-8134

Tanzania, Zambia, Zimbabwe, Mozambique, Malawi, Botswana, Angola, Swaziland, Lesotho, South Africa, Namibia
990-6590

Gabon, Zaire, Congo, Equatorial Guinea, Sao Tome, Principe, Burundi, Rwanda, Madagascar, Mauritius, Seychelles
990-6582

Côte d'Ivoire, Cameroon, Tchad, Central African Republic, Burkina Faso, Mali, Niger, Liberia, Sierra Leone
993-6586

Middle East

Libya
993-6847

Saudi Arabia, North & South Yemen, Gulf States
993-7043

Egypt, Israel
993-6983

Iran, Iraq, Syria, Lebanon, Jordan
993-6994

F or more information, to obtain other trade publications, or for extra copies of this Directory please contact:

INFO EXPORT (BTCE)
Department of External Affairs
125 Sussex Drive
Ottawa, Ontario
K1A 0G2
Toll-Free: 1-(800)-267-8376

How to Use Your Trade Commissioner Effectively

When contacting Canadian embassies and consulates general abroad you should ensure that letters and telexes contain detailed information to clearly identify the assistance you require. It is recommended that companies develop a systematic marketing plan and contact only those trade commissioners in the target area.

If it is the first time you are contacting a particular trade commissioner you should ensure that the following information is provided:

- **your name**
- **full name and address** of your company
- **your telephone number with area code**
- **your telex number with answerback**
- **your facsimile number**
- **precise description of your product(s) and their use** (Avoid use of abbreviations which could lead to confusion)
- **your marketing plan:** direct sales, agency agreements, manufacture under licence, etc.
- **target markets**
- **export experience** — where else are you exporting?
- **the mission should be supplied with at least five copies of your product literature** — as a follow-up to your telex or as an inclusion in your letter.

It is also useful to ensure that trade commissioners are aware of any agents which you may have and any agent changes that you make.

More information concerning the trade commissioners' role is available in the publication, "So you want to export?". Call Info Export at the above telephone number to obtain a copy.

(Publié également en français)

INTERNATIONAL TIME CHART

	Pacific	Mountain	Central	Eastern	Atlantic	Newfoundland
	Vancouver	Edmonton	Winnipeg	Toronto	Halifax	St. John's
Mission						
Abidjan	+8	+7	+6	+5	+4	+3.5
Accra	+8	+7	+6	+5	+4	+3.5
Addis Ababa	+11	+10	+9	+8	+7	+6.5
Algiers	+8	+7	+6	+5	+4	+3.5
Amman	+11	+10	+9	+8	+7	+6.5
Ankara	+10	+9	+8	+7	+6	+5.5
Athens	+10	+9	+8	+7	+6	+5.5
Atlanta	+3	+2	+1	0	-1	-1.5
Baghdad	+11	+10	+9	+8	+7	+6.5
Bamako	+8	+7	+6	+5	+4	+3.5
Bangkok	+15	+14	+13	+12	+11	+10.5
Belgrade	+9	+8	+7	+6	+5	+4.5
Berlin	+9	+8	+7	+6	+5	+4.5
Berne	+9	+8	+7	+6	+5	+4.5
Bogota	+3	+2	+1	0	-1	-1.5
Bombay	+13.5	+12.5	+11.5	+10.5	+9.5	+9
Bonn	+9	+8	+7	+6	+5	+4.5
Boston	+3	+2	+1	0	-1	-1.5
Brasilia	+5	+4	+3	+2	+1	+0.5
Brigetown	+2	+1	0	-1	-2	-2.5
Brussels	+9	+8	+7	+6	+5	+4.5
Bucharest	+10	+9	+8	+7	+6	+5.5
Budapest	+9	+8	+7	+6	+5	+4.5
Buenos Aires	+5	+4	+3	+2	+1	+0.5