

*Trade Team Canada Sectors***TAKING ON THE WORLD**

Whether serving at headquarters or abroad, if you have sectoral responsibilities, you need ready access to a network of contacts in Canada that can provide you with:

- focussed sectoral planning specific to your market;
- the opportunity to leverage domestic players' resources; and
- information on Canadian industries' capabilities and interests.

Trade Team Canada Sectors (TTCSs) can provide the network you need. TTCSs are the principal vehicle through which government and industry players work together to co-ordinate national trade-promotion planning and activities in 12 key sectors. Membership includes federal and provin-

cial government sector experts, trade commissioners and commercial officers from posts and geographic branches, and industry representatives from both associations and companies. Although managed by the three core international business development departments, the TTCSs are driven by the private sector and its export needs and interests.

Marrying domestic capabilities and interests with international opportunities is key to the effectiveness of the teams. When it's agreed that a particular market constitutes a priority for a sector, a small **country-sector working group** is formed. Each working group includes a sector expert (typically from Industry Canada), the post

and geographic officer responsible for the sector, and other appropriate players. The group develops an action plan for trade-promotion activities for the market, pools resources for the organization of these activities, and shares the workload in implementing them.

Through a country-sector working group, TTCS members will work with you to:

- organize trade missions, trade fairs, and matchmaking events;
- develop information products;
- ensure that intelligence about business opportunities is disseminated to industry; and
- showcase Canadian capabilities in your market.

For more info on Trade Team Canada Sectors go to ttcs.ic.gc.ca

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Trade Team Canada Sectors constitute the federal government's priority sectors for trade