

Trade Commissioners Embedded in Canadian Associations and Organizations

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Canadian company representatives meeting with foreign buyers
- photo: Renée Rietveld/Canada Green Building Council

also collaborated with the Government of Ontario and Canada Mortgage and Housing Corporation to organize a successful bus tour program of Toronto-area manufacturing facilities.

Meanwhile, the regional offices across Canada played a key role in encouraging Canadian businesses to participate in Greenbuild. The Toronto regional office, in particular, stepped up and managed a comprehensive matchmaking program that linked incoming international buyers with Canadian companies and trade commissioners.

“We set up more than 500 matchmaking meetings over a three-day period. This was a significant accomplishment that will certainly result in increased economic activity in this key sector,” says Toronto-based trade commissioner Alan Ballack.

“The Canada Green Building Council was also an important partner,” adds Calvert. They set up the Canada House Pavilion across the street from the conference, where delegates were invited to discover more examples of Canadian expertise and where they hosted an international reception and a series of meet-the-experts sessions.

Calvert also credits the TCS communications and marketing team, in particular Michael Mancini, the editor-in-chief of *CanadExport*, with helping the Canadian green building sector keep a high profile through a series of articles, a podcast and other efforts.

“A great number of people contributed to making Greenbuild 2011 a success,” concludes Calvert. “It was an extremely satisfying experience to collaborate with the various players throughout DFAIT as we collectively executed a complex plan that will certainly bring benefits to Canadian businesses and their employees.”