



To reach Canadian Trade Commissioners operating from the five Canadian missions in China, visit the Canada's Window on China website at <http://www.canada.org.hk>

Core Services

Market Prospects

Trade commissioners can help you assess your potential in your target market, and provide:

- ◆ advice on doing business in the market;
- ◆ an indication of major barriers, regulations and certifications;
- ◆ notification of upcoming events (trade fairs, conferences, seminars, trade missions); and
- ◆ suggested next steps.

Market reports may be available for some sectors. If you require additional market research, you will be referred to locally based firms.

Key Contacts Search

They can provide you a list of qualified contacts in your target market. These contacts have local knowledge to help you refine and implement your market entry strategy. Depending on your request, the list may include:

- ◆ potential buyers, partners agents, manufacturers' representatives;
- ◆ distributors, importers;
- ◆ consultants, accountants;
- ◆ government officials;
- ◆ associations, chambers of commerce;
- ◆ freight forwarders;
- ◆ lawyers and patent attorneys;
- ◆ technology sources; and
- ◆ financial institutions.

You will be notified if there are charges for access to specialized databases.

Visit Information

They can provide advice on timing and organizing your visit to the market. The information available includes lists of:

- ◆ local hotels;
- ◆ business support services;
- ◆ interpreters and translators; and
- ◆ local transport providers.

Please ask your travel agent to make hotel and travel arrangements.

Face-to-Face Briefings

One of the officers in China will meet you to discuss recent market developments and your future needs.

Please notify the Canadian mission of your visit at least two weeks before your arrival.

Local Company Information

Officers can give you information on key local market contacts or competitors you have identified.

You'll always be informed of any access charges for specialized databases. Credit checks are usually referred to specialized agencies; but accurate information is generally limited in China.

Troubleshooting/Advocacy

Trade officers offer advice or support to help you address urgent business or market access issues.

Officers cannot enter into private disputes, or act as customs brokers, sales agents, collection agents or lawyers.

Supplementary Services

To assist you in achieving your commercial objectives, supplementary services may be provided by the Canadian missions on a cost-shared basis. You might also be referred to a qualified in-market third party, who will generally charge a fee.

Such services may include:

- ◆ arranging meetings with key local contacts;

- ◆ co-ordinating logistical support and hospitality functions;
- ◆ co-ordinating business support services, including translation, interpretation, legal counsel, accountancy, and detailed market evaluation or studies;
- ◆ arranging participation in missions and events, including trade shows and technical seminars;
- ◆ obtaining tender documents, providing bidding assistance, and attending tender openings; and
- ◆ providing support to local clients, such as the sourcing of Canadian goods and services through the DFAIT WIN Exports database.

These support services will be undertaken on the basis of a signed agreement with payment made in advance by the client for any direct costs incurred.

What is needed from Canadian clients

You must meet certain basic criteria to benefit from the Trade Commissioner Service in China and Hong Kong. Your firm or representatives must:

- ◆ contact the Canadian missions in writing with comprehensive information about your company, products and/or services, experience in the market, potential clients and partners, and current market activities and plans;
- ◆ be prepared to obtain business cards and summary marketing materials in Chinese, as well as in-country interpretation and translation services; and

- ◆ register in WIN Exports, a computer database of Canadian exporters and their capabilities, by calling 1-800-551-4946.

It is strongly recommended that you:

- ◆ undertake basic market research and visit preparations using freely available public sources of market information, including Internet sites; and
- ◆ demonstrate market commitment by visiting China as necessary and maintaining follow-up contact as required.

Services are only available to respond to inquiries or to support projects that involve a measurable value-added economic benefit to Canada.

Service Standards

You can expect the following service standards from the Canadian embassy, consulates general and consulate:

- ◆ Written communications will be responded to within five days of receipt.
- ◆ All company-specific commercially sensitive information will be treated in strict confidence.

The Contacts section of this document provides details on how to reach DFAIT's China and Mongolia Division in Ottawa or the Canadian missions in China and Hong Kong.

