



Virtual Trade Commissioner
Access a World of Trade Knowledge

Are you a Canadian company ready to export? Have you selected your target markets and developed an export strategy? Do you find that you are spending hours sifting through mountains of websites searching for good market information? If you have answered "yes" to these questions, register as a client of the Canadian Trade Commissioner Service and receive a Virtual Trade Commissioner.

Timing is everything

Timely notice of a good lead or a hot piece of market intelligence can make all the difference to your company—alerting you to a new buyer, a new market or an opportunity for success. We know that you don't always have time to search for this information, so we've improved our notification system to make it easier for you to get the information you want when you want it.

Now you can tell your Virtual Trade Commissioner to forward you business leads and market information on a daily, weekly or monthly basis. You can even choose a specific day of the week or month to be notified.

Once you've set your desired frequency, you'll receive an informative email newsletter that automatically bundles content relevant to your company profile. There's no searching involved; your subscription has links that bring you directly to the specific leads, market reports or articles you're interested in.

All you have to do is choose the frequency of your subscription and let your Virtual Trade Commissioner do the rest.

How to set your subscription frequency

From the main page of your Virtual Trade Commissioner:

- Go to "Your Account"
- Click on "Modify or cancel your subscription... email notifications"
- Choose from "Daily, Weekly or Monthly"
- Save your choice.

For more information on the Canadian Trade Commissioner Service and to receive a personalized Virtual Trade Commissioner, go to:

www.infoexport.gc.ca

The screenshot shows the 'Virtual Trade Commissioner Daily' website interface. It features a header with the Canadian flag and the service name. Below the header, there are several sections: 'Recent Documents' with links to articles like 'Business Leads' and 'Market Reports'; 'Market Reports' with links to 'The Japanese Food and Beverage Market' and 'The Meat Products Market'; 'Business Climate' with links to 'Canada's Market Access Priorities' and 'Soybean Market'; 'Trade Fair Listings' with links to 'List of Trade Events' and 'The European Food Fair 2007'; and 'Visit Information' with links to 'Providers of Additional Services' and 'List of Additional Service Providers'. At the bottom, there are logos for EDC (Export Development Canada) and CCC (Canadian Commercial Corporation).

International market access priorities now available

The Government of Canada will deepen access to the U.S. market and continue to pursue foreign investment agreements with China and India, says David Emerson, Minister of International Trade, in his annual trade report.

The 2006 edition of *Opening Doors to the World: Canada's International Market Access Priorities* was released in June and outlines the Government of Canada's priorities for improving access for goods, services and investment in key foreign markets for Canadian exporters and investors and highlights significant results from 2005.

In addition, the government will seek a free trade agreement with South Korea and build on the economic framework and ongoing joint study with Japan. Another priority is to work for an ambitious

outcome to the World Trade Organization's Doha Development Agenda negotiations.

A new tool

A trade and investment barriers database that accompanies the report identifies commercial barriers and presents key information for Canadian businesses. It is a useful tool for exporters, or those weighing their export options, to develop an increased knowledge of markets they might wish to enter and learn about issues that may affect their decisions. For more information on this database, go to <http://wor.international.gc.ca/CIMAP/Default.aspx?Language=en>.

For more information, go to www.dfait-maeci.gc.ca/tna-nac/cimap-en.asp. To obtain hard copies of the report, email: consultations@international.gc.ca.

Web helps aboriginal business connect

Developing solid business relationships is essential for companies looking to succeed in foreign markets. But making personal connections can be expensive and time-consuming. A recent trade mission that relied on the web proves getting in touch needn't be a drain of time nor money.

Last spring, aboriginal businesses in Toronto and Phoenix used a virtual trade mission—a first for aboriginal groups—to explore ways in which e-health and e-learning technologies could improve health and education services in their communities. This has led to a full fledged trade mission to Phoenix later this year.

That is good news for Canadian aboriginal groups and exporters who want to deliver services like e-health and e-learning in a cost-effective way, especially to remote communities.

Some participants thought the virtual trade mission was an excellent way to lay groundwork for a trade mission between two communities without the cost of ever leaving home and many said they hope to see more of this kind of web-based initiative.

Participants included Lewis Staats of Ontario's Six Nations of the Grand River Territory and Olivia Sloan of the Inter-tribal Council of Arizona. They were joined by aboriginal communities on both sides of the border, and representatives from government, e-learning and e-health businesses. The event was organized by the Government of Canada and the New Media Business Alliance.

For more information, contact Eleonore Rupprecht, Foreign Affairs and International Trade Canada (Toronto Regional Office), email: eleonore.rupprecht@international.gc.ca, website: www.infoexport.gc.ca.

French food fair cooks up sales

Paris, October 22-26, 2006 > Take part in the **Salon International de l'Alimentation**, or SIAL, a food and beverage trade show. Last year, some 30 Canadian exhibitors reported 1,200 sales leads that are expected to generate over \$10 million in sales.

This should come as no surprise, given that SIAL is the world's largest food industry event and attracts more than 135,000 trade professionals looking to find suppliers and buy new products. The fair also brings together over 5,000 exhibitors from 99 countries, ranging from small and medium-size enterprises to multinational companies.

Agriculture and Agri-Food Canada is organizing the Canadian pavilion at this popular event, so book now as spaces are filled on a first-come, first-served basis.

For more information, contact Denise Gravel, Agriculture and Agri-Food Canada, tel.: (613) 759-7746, email: graveld@agr.gc.ca, website: www.ats.agr.gc.ca/events/4122_e.htm.