

- helping to identify market opportunities
- helping to develop a foreign marketing plan
- promoting companies to local customers
- providing information on technology transfer and joint venture opportunities
- arranging trade-related conferences and seminars
- advising on marketing channels
- recommending participation in trade fairs and missions
- identifying qualified foreign agents
- helping find credit and business information on potential foreign partners
- assisting in solving problems with duties, taxes or foreign exchange
- advising on a country's trade, business and financial environment and practices
- advising and assisting with foreign joint ventures and licensing
- recommending federal and provincial government assistance programs.

Evolving role of the TCS

The future of Canada's Trade Commissioner Service will be examined at