



Virtual Trade Commissioner
Access a World of Trade Knowledge

An evolving world of trade knowledge

In the export business, having the right information, making the right contacts and getting the right business leads are essential to our clients' international success.

The Canadian Trade Commissioner Service has more than 900 trade commissioners in over 150 offices at home and abroad, working to open doors for Canadian exporters. Communicating quickly and effectively with clients is our priority. To that end, we have embraced technologies and processes that support international business. With the launch of InfoExport.gc.ca in the 1990s, we began providing Canadian exporters with access to information on many markets and sectors. As emerging technologies allowed for more one-to-one communication, we realized that we could develop a more powerful, customized channel to suit exporters' information and service needs. As a result of extensive consultation with both clients and trade commissioners around the world, the Virtual Trade Commissioner (VTC) was created.

The rise of the VTC: Access to personalized information and services

The VTC offers immediate access to information, resources and exporting services. Based on preferences, you receive in-depth country information, market reports and timely, sector-specific news delivered right to you, whenever you decide. Secure and personalized, your VTC gives you access to information about trade events and missions, as well as the ability to register for networking opportunities or to set up a face-to-face briefing with a trade commissioner in Canada or in your target market.

The rise of the VTC has been impressive; by March 2005—just two and a half years after its introduction—VTC subscription reached over 15,000 qualified Canadian exporters and partner clients. The VTC has also undergone substantial service improvements; with the implementation of a new electronic client relationship management system, subscribers will soon be able to see the status of their service requests directly on their screens.

VTC and the partnership era

To provide exporters with the expertise of Canada's international trade specialists in an easy-to-use framework, the Virtual Trade Commissioner is now partnering with a growing number of government departments and trade promotion organizations. These include Agriculture and Agri-Food Canada, Canadian Heritage, Export Development Canada and the Canadian Commercial Corporation.

Through the VTC, you can now have access to more comprehensive services and information to help you refine your export strategy, receive sector-specific and financial advice and secure export financing. You can also manage risk with credit checks on potential buyers and receivables insurance. International contracting specialists can even help you close deals and offer the backing of the Canadian government.

Exponential value: What the VTC means for you

Your Virtual Trade Commissioner is one of the most sophisticated on-line trade service and information tools—an ever-growing source for export contacts, links and reports matched to your specific international business interests. Exporters will experience increasing benefits from the integration of partners' information and services.

The more you use your Virtual Trade Commissioner, the more you will leverage your global advantage. Your VTC helps to bring your business to the world—and the world to your business—every time you visit.

Find out more at: www.infoexport.gc.ca

Canada cracks Egyptian wheat market

Canada has made a significant breakthrough in wheat sales to Egypt. So far for 2006, Canada sold 350,000 tons of wheat to Egypt worth some \$45 million. Just recently, the Ontario Wheat Board won a tender for the sale of 60,000 tons of wheat worth some \$9 million.

"This is the first time Canada has made significant wheat sales to Egypt since 1977," says Dana Omland, marketing manager of the Ontario Wheat Board, noting that Egypt is the world's largest buyer of soft wheat.

Egypt's General Authority For Supply Commodities, or GASC, bought the 60,000 metric tons of Canadian soft red wheat. The wheat was purchased at \$141 per metric ton and was shipped in September and these sales were made over just a three-month period.

Embassy role

The Canadian Embassy in Egypt had a hand in sealing the deal. Over the past year, trade commissioners worked to promote Canadian wheat to GASC. Until then, GASC had been reluctant to buy Canadian wheat due to its high level of moisture. Because of this, Canada had not been able to sell wheat to Egypt for the last three years.

To allay lingering worries over Canadian wheat, the embassy's trade commissioners



Wheat by the pyramids? Not likely, but it's no mirage that Canadian wheat sales to Egypt have skyrocketed this year.

suggested Omland travel to Egypt to meet the potential buyer, better understand his needs and address issues related to the level of moisture and quality. Omland left confident that the Ontario Wheat Board would sell wheat to Egypt. With this year's sales, Canada is now considered a major exporter of wheat to Egypt.

For more information, contact the Canadian Embassy in Egypt, tel.: (011-20-2) 791-8860, fax: (011-20-2) 791-8865, email: cairo-td@international.gc.ca, website: www.infoexport.gc.ca/eg.

Canadian Chamber of commerce launched in Egypt

Business between Canada and Egypt will get a boost with the recent launch of the Canadian Chamber of Commerce in Egypt.

"It is hoped that the chamber of commerce will help to increase trade and investment between Egypt and Canada as well as strengthen our cultural relationship," said Dr. Fayez Ezeldin, general secretary of the chamber of commerce.

At the launch, Canadian Ambassador to Egypt Philip MacKinnon welcomed the chamber of commerce as a newcomer in the Canada-Egypt bilateral trade community and congratulated Egyptian efforts in liberalizing its economy.

"The Canadian Chamber of Commerce in Egypt will play a vital role in building bridges between Canadian and Egyptian business communities," adds Ezeldin.

Canadian exports to Egypt increased by 54% in 2005 and reached a record level of \$311 million. Canada's top five exports were coal, newsprint, iron ores, lentils and helicopters. In 2005, Egyptian exports to Canada reached \$148 million, a decrease of some 30% from 2004.

For more information, go to www.cancham.org.eg.