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# Expand your Horizons



Team Canada Inc • Équipe Canada inc



THE CANADIAN TRADE COMMISSIONER SERVICE

*A new approach  
to helping you do  
business abroad*

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Department of Foreign Affairs  
and International Trade

Ministère des Affaires étrangères  
et du Commerce international

Canada

# A Worldwide Network of professionals ...

*In 1894, John Short Larke, Canada's first Trade Commissioner, sailed to Australia. His mission: to promote trade between Canada and Australia. In the age of steam, he was Canada's only Trade Commissioner.*

**A century later ... over 300 Canadian Trade Commissioners** work for Canadian business in over 100 cities around the world. As part of the Department of Foreign Affairs and International Trade, these Canadian Trade Commissioners work alongside Commercial Officers who know local customs and business practices.

Their job is to promote the economic interests of Canada in the global marketplace.

**They have expertise in:**

- ▶ foreign market access
- ▶ investment in Canada
- ▶ international business contacts
- ▶ licensing
- ▶ exporting
- ▶ joint venture development
- ▶ foreign business leads
- ▶ technology transfer

They provide **Client-focussed Services**

Today's Trade Commissioners are well equipped to offer business the information and assistance to go head-to-head against the best companies in the world.

## Need more help?

Some of our offices abroad provide services in addition to those mentioned here. To find out more, contact the office in the country in which you wish to do business.

Offices not offering the service you require can refer you to a qualified third party who will typically charge a fee.

### Market Prospect

We'll help you assess your potential in your target market. We may have market reports available for some sectors. *Should you need additional market research, we can refer you to local firms.*

### Key Contacts Search

Need a list of qualified contacts in your target market? We can get it. These sources have the local knowledge you need to refine and implement your market entry strategy. *We'll let you know of any charges for access to specialized databases.*

### Local Company Information

We'll provide information on local organizations or companies you have identified. *You will always be informed of any access charges to specialized databases. Credit checks are generally referred to specialized agencies.*

### Visit Information

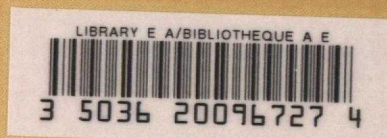
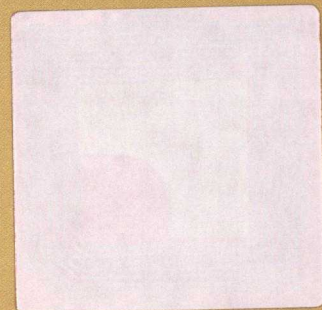
Once you decide to visit the country you want to do business in, we can provide practical advice on timing and organizing your trip. *Please use your travel agent to make appropriate hotel and travel arrangements.*

### Face-to-face Briefing

One of our officers will meet with you personally to discuss the most recent developments in your target market and your future needs. *Simply notify our office of your visit at least two weeks before your departure.*

### Troubleshooting

Do you have an urgent business or market access problem? Call us for help. *We cannot enter into private disputes or act as customs brokers, sales agents, collection agents or lawyers.*



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# ...Helping companies that have researched and selected their target markets...

The Canadian Trade Commissioner Service works with companies that can demonstrate their commitment to succeed in the global marketplace. Whether you're a small or large company, new or experienced in foreign markets, you need to prepare for the challenges of international business. Trade Commissioners can help you.

To maximize your results with Trade Commissioners, follow these three simple steps:

## Step One: Research and select your target markets

Call Team Canada Inc 1 888 811-1119 or do your research at [exportsource.gc.ca](http://exportsource.gc.ca)

Get in touch with Team Canada Inc to access the Government of Canada's full range of international business development services. An officer can answer your questions about trade missions and events, market reports, export education and financing, or can direct you to the right contact.

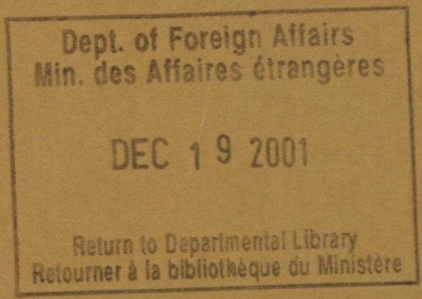
## Step Two: Register with WIN Exports 1 800 551-4946

Trade Commissioners use WIN Exports as their client management database. It's your chance to let them know about your company. By registering with WIN, you will also make sure that Trade Commissioners can send you timely business leads.

## Step Three: Help us serve you better

Make sure you describe your company and your plans when contacting our offices abroad. To help you prepare, the following are typical questions asked by foreign clients and contacts:

- ▶ What is unique or special about your company, product or service?
- ▶ Who are the end-users of your product or service? Who do you sell to in Canada and abroad, and how?
- ▶ Which countries or regional markets (e.g. Northwestern U.S.) are you targeting and why? What do you know about your target market?
- ▶ How do you plan to enter the market: export, license, joint venture or investment?
- ▶ How would you describe the typical buyer, distributor, agent or partner you want to work with in your target market?
- ▶ When do you plan to visit the market? Have you considered adapting your product or service literature to the market at that time?



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*Many companies compete and win in foreign markets every day. Here are their tips for success.*



*Zoom in on the most promising markets*

Successful companies concentrate on one foreign market at a time, moving on to the next only after succeeding in the last.

*Learn from successful companies*

Talk to Canadian companies that have succeeded in your target market. Many are willing to share what works and what doesn't. Contact your industry association to find names of successful companies.

...WIN  
in foreign  
markets!

*Plan the financial resources you'll need*

Exploring foreign markets can take longer and cost more than expected. Be prepared for significant costs for market research, product launchings and several personal visits.

*Gear up for demand*

Be prepared to meet increased demand from a successful foreign sale. Don't forget to plan how you will adapt your products or services to the needs and tastes of the target market.

*Make personal visits*

Building business relationships in foreign markets is best done face to face. Faxes and phone calls are great for follow-ups but nothing beats meeting in person.

*Study the market and the culture*

Business people and customers in most foreign markets will appreciate and reward your efforts to learn about their culture.

*Set realistic expectations*

Developing foreign markets is a long-term commitment. It takes time, effort and money. Make sure senior management is committed. Be prepared for the long haul and make perseverance your critical success factor.

