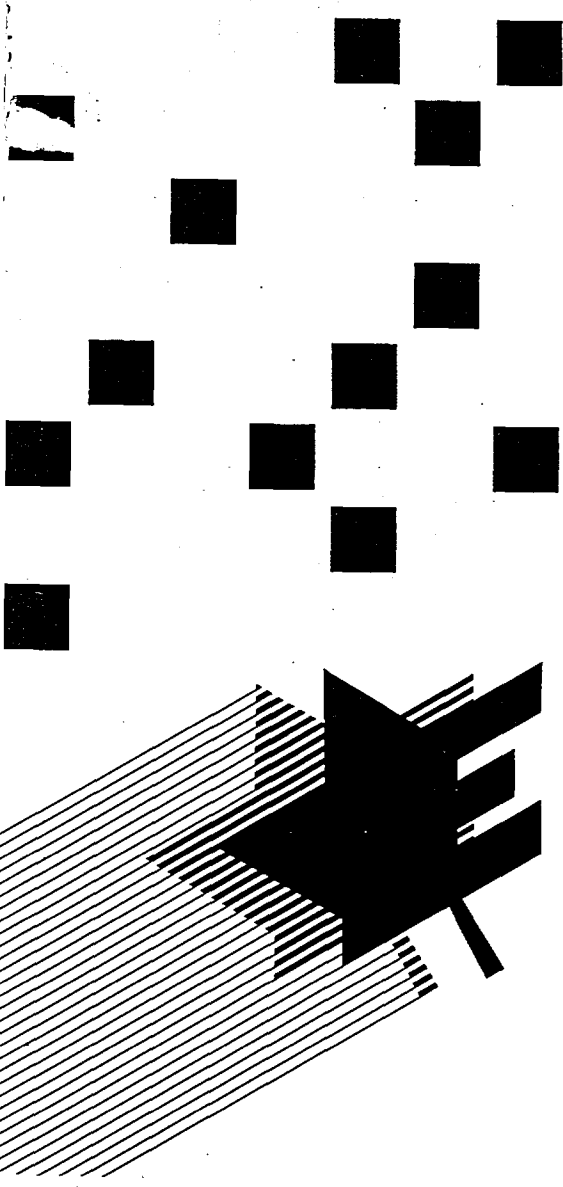


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International Trade Canada

Canada

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WHEN CANADIANS WORK TOGETHER WE CAN TAKE ON THE WORLD AND WIN

Through the skills and dedication of its citizens, Canada has become one of the world's great trading nations. Canadians are successfully selling their world-class products and services around the globe by taking advantage of the ever expanding trade opportunities that are emerging and by working together.

As we look to the future, it is vital that Canadians continue to work together to secure their prosperity and international competitiveness for generations to come.

The federal government will continue to be an active participant in this process. In particular, as the federal department responsible for international trade and export development, External Affairs and International Trade Canada (EAITC) plays a major role in helping to create and maintain an environment that allows private citizens to reach their potential in world markets.

As Minister of Industry, Science and Technology and Minister for International Trade, I am pleased to provide you with this pocket-sized guide to the trade development programs and services that EAITC offers the Canadian exporting community. This guide also provides information about related programs and services offered by other federal departments.

Over ▷



Whether you are already active in export markets or just getting started, I encourage you to take full advantage of the assistance that the department provides in order to help you expand your trade horizons.

We are committed to assisting you to realize your full export potential. External Affairs and International Trade Canada knows that your export success is Canada's export success, and we also know that when Canadians work together we *can* take on the world and win.

A handwritten signature in black ink that reads "Michael Wilson". The signature is written in a cursive, flowing style.

Michael Wilson
Minister of Industry, Science and Technology
and Minister for International Trade

Canada

TRADE DEVELOPMENT PROGRAMS AND SERVICES

Table of Contents	Card Number
• Foreword by the Minister	1
• Tapping into the Trade Services Network	3
• EAITC's Mandate	
• InfoExport Hotline	
• Overview of Services	
Trade Counselling and Assistance Services	
• International Trade Centres	4
• Geographic Trade Divisions	5
• Sectoral Trade Divisions	6
• Trade Commissioners in Canada and Abroad	7
• Export and Import Controls	8
Programs	
• Defence Programs *	9
• Export Orientation Programs (NEBS, TMP, NEXOS) *	10
• Investment Development Program (IDP) *	11
• Program for Export Market Development (PEMD)	12
• Technology Inflow Program (TIP) *	13
• Tourism Market Development Abroad	14
(* offering financial assistance)	

Over ▷



Export Financing/Foreign Sales Procurement

- Canadian International Development Agency (CIDA) 15
- Export Development Corporation (EDC) 16
- Canadian Commercial Corporation (CCC) 17
- WIN Exports 18

Trade Data and Publications

- CanadExport 19
- Other Trade Publications 20
- International Trade Data Bank 21
- CanadExport/WIN Export Registration Form 22

Publié également en français

Canada

TAPPING INTO THE TRADE SERVICES NETWORK

EAITC's Mandate

External Affairs and International Trade Canada (EAITC) is the leading federal department responsible for Canada's international trade and export development.

About one third of EAITC's personnel are employed in trade and economic policy work and in promoting Canadian exports, investment and tourism. In broad terms, EAITC's trade responsibilities involve:

- enhancing Canada's access to foreign markets through bilateral and multilateral trade negotiations;
- expanding Canada's share of export markets; and
- providing programs and services to Canadian companies to support their export marketing activities and help them obtain foreign investment and technology to improve their international competitiveness.

InfoExport Hotline

InfoExport is the department's export trade information and national toll-free assistance hotline.

For most beginning and many veteran exporters, InfoExport is the best starting point for getting up-to-date export information.

Over ▷



Staff can advise you on the full range of EAITC trade publications, programs and services. They can also tell you what is available through other federal departments and agencies. In short, InfoExport gives you immediate answers to your export information questions or puts you quickly in touch with a trade expert who can answer those questions requiring more specialized knowledge.

Contact:

InfoExport (BPTE)
External Affairs and International Trade Canada
125 Sussex Drive
Ottawa, Ontario
K1A 0G2
Toll free: 1-800-267-8376
Ottawa callers: 944-4000
Fax: (613) 996-9709

Overview of Services

The department delivers its trade programs and services through offices in Canada and around the world.

- If you are new to exporting, your first step is to contact the **International Trade Centre*** nearest you.
- If you need trade information for a specific country or region, contact the responsible **geographic trade division*** in Ottawa.
- If you are interested in market prospects for a specific product or service sector, contact our **sectoral trade divisions*** in Ottawa.
- When you have identified specific markets of interest to your company, you may wish to obtain further assistance from our **Trade Commissioners in Canada and Abroad***.

* (See Table of Contents)



INTERNATIONAL TRADE CENTRES

External Affairs and International Trade Canada (EAITC) and Industry, Science and Technology Canada have established International Trade Centres in cities across Canada to provide "one-stop" trade services to new and experienced Canadian exporters. Experienced trade commissioners at the trade centres can:

- provide basic export counselling;
- help identify market opportunities;
- help develop a foreign marketing plan;
- provide information on technology transfer and joint venture opportunities;
- help obtain financial support through the Program for Export Market Development (PEMD) and other EAITC programs (see Table of Contents);
- recruit participants for trade fairs and trade missions abroad;
- arrange trade-related conferences and seminars; and
- provide trade publications produced by EAITC and other federal departments.

Each centre is linked to EAITC's computerized trade information network (see card 18: WIN Exports).

Over ▷



Contacts:**ST. JOHN'S**

INTERNATIONAL TRADE CENTRE
c/o Industry, Science and Technology Canada
Atlantic Place
215 Water Street, Suite 504
P.O. Box 8950
St. John's, Newfoundland
A1B 3R9
Telephone: (709) 772-5511
Fax: (709) 772-2373

CHARLOTTETOWN

INTERNATIONAL TRADE CENTRE
c/o Industry, Science and Technology Canada
Confederation Court Mall
134 Kent Street, Suite 400
P.O. Box 1115
Charlottetown, Prince Edward Island
C1A 7M8
Telephone: (902) 566-7400
Fax: (902) 566-7450

HALIFAX

INTERNATIONAL TRADE CENTRE
c/o Industry, Science and Technology Canada
1801 Hollis Street
P.O. Box 940, Station "M"
Halifax, Nova Scotia
B3J 2V9
Telephone: (902) 426-7540
Fax: (902) 426-2624

MONCTON

INTERNATIONAL TRADE CENTRE
c/o Industry, Science and Technology Canada
Assumption Place
770 Main Street
P.O. Box 1210
Moncton, New Brunswick
E1C 8P9
Telephone: (506) 851-6452
Fax: (506) 851-6429

MONTREAL

INTERNATIONAL TRADE CENTRE

c/o Industry, Science and Technology Canada

Stock Exchange Tower

800 Victoria Square

Suite 3800

P.O. Box 247

Montreal, Quebec

H4Z 1E8

Telephone: (514) 283-8185

Fax: (514) 283-8794

TORONTO

INTERNATIONAL TRADE CENTRE

c/o Industry, Science and Technology Canada

Dominion Public Building

4th Floor

1 Front Street West

Toronto, Ontario

M5J 1A4

Telephone: (416) 973-5053

Fax: (416) 973-8161

WINNIPEG

INTERNATIONAL TRADE CENTRE

c/o Industry, Science and Technology Canada

8th Floor

330 Portage Avenue

P.O. Box 981

Winnipeg, Manitoba

R3C 2V2

Telephone: (204) 983-4099

Fax: (204) 983-2187

SASKATOON

INTERNATIONAL TRADE CENTRE

c/o Industry, Science and Technology Canada

The S.H. Cohen Building

Room 401

119-4th Avenue South

Saskatoon, Saskatchewan

S7K 5X2

Telephone: (306) 975-5315

Fax: (306) 975-5334

EDMONTON

INTERNATIONAL TRADE CENTRE

c/o Industry, Science and Technology Canada

Room 540, Canada Place

9700 Jasper Avenue

Edmonton, Alberta

T5J 4C3

Telephone: (403) 495-2944

Fax: (403) 495-4507

CALGARY

INTERNATIONAL TRADE CENTRE

c/o Industry, Science and Technology Canada

Suite 1100

510 - 5th Street S.W.

Calgary, Alberta

T2P 3S2

Telephone: (403) 292-6660

Fax: (403) 292-4578

VANCOUVER

INTERNATIONAL TRADE CENTRE

c/o Industry, Science and Technology Canada

900-650 West Georgia Street

P.O. Box 11610

Vancouver, British Columbia

V6B 5H8

Telephone: (604) 666-0434

Fax: (604) 666-8330

Canada



GEOGRAPHIC TRADE DIVISIONS

EAITC has five geographic branches. Within these, geographic trade divisions provide advice and information about doing business in a particular country or region of the world. Trade officers for individual countries can identify promising export markets, help companies prepare for visits to potential markets, arrange participation in trade fairs and involve exporters in visits to Canada by foreign buyers.

Contacts (Please identify the appropriate division and acronym in all correspondence):

External Affairs and International Trade Canada
125 Sussex Drive
Ottawa, Ontario
K1A 0G2

AFRICA AND THE MIDDLE EAST

Africa and Middle East Trade Development Division (GBT)

Middle East (GBTE)

Countries: Bahrain, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Oman, Qatar, Saudi Arabia, Syria, United Arab Emirates, Yemen, Arab Boycott

Enquiries: (613) 944-7040

Over ▷



North Africa and Horn of Africa (GBTM)

Countries: Algeria, Djibouti, Egypt, Ethiopia, Libya, Morocco, Sudan, Somalia, Tunisia

Enquiries: (613) 944-5998

Sub-Saharan Africa (GBTA)

Countries: Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cape Verde, Central African Republic, Chad, Comoros, Congo, Equatorial Guinea, Gabon, Gambia, Ghana, Guinea-Bissau, Ivory Coast, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritania, Mauritius, Mozambique, Namibia, Niger, Nigeria, Rwanda, Sao Tomé and Príncipe, Senegal, Seychelles, Sierra Leone, (South Africa*), Swaziland, Tanzania, Togo, Uganda, Zaire, Zambia, Zimbabwe

* pending removal of trade sanctions

Enquiries: (613) 944-6589

ASIA AND PACIFIC

Asia Pacific South Trade Development Division (PST)

Countries: Afghanistan, Australia, Bangladesh, Bhutan, Brunei, India, Indonesia, Malaysia, Maldives, Myanmar, Nepal, New Zealand, Pakistan, Philippines, Singapore, South Pacific Islands, Sri Lanka, Thailand

Enquiries: (613) 996-0917

East Asia Trade Development Division (PNC)

Countries: Cambodia, China, Hong Kong, Korea, Laos, Mongolia, Taiwan (China), Vietnam

Enquiries: (613) 992-7359

Japan Trade Development Division (PNJ)

Enquiries: (613) 995-1281

EUROPE

Central and Eastern Europe Trade Development Division (RBT)

Countries: Albania, Armenia, Azerbaijan, Belarus, Bosnia-Herzegovina, Bulgaria, Croatia, Czech Republic, Estonia, Former Yugoslav Republic of Macedonia, Federal Republic of Yugoslavia (Serbia and Montenegro), Georgia, Hungary, Kazakhstan, Kyrgyzstan, Latvia, Lithuania, Moldova, Poland, Romania, Russia, Slovak Republic, Slovenia, Tajikistan, Turkmenistan, Ukraine, Uzbekistan

Enquiries: (613) 996-2858

Western Europe Trade, Investment and Technology Division (RWT)

Countries: Austria, Belgium, Cyprus, Denmark (including Greenland), Finland, France, Germany, Greece, Iceland, Ireland, Italy, Luxembourg, Malta, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, Turkey, United Kingdom

Enquiries: (613) 995-9401

LATIN AMERICA AND CARIBBEAN

Latin America and Caribbean Trade Division (LGT)

Countries: Argentina, Bermuda, Bolivia, Brazil, Chile, Colombia, Commonwealth Caribbean, Costa Rica, Cuba, Dominican Republic, Ecuador, El Salvador, French West Indies, Guatemala, Haiti, Honduras, Mexico, Netherlands Antilles, Nicaragua, Panama, Paraguay, Peru, Puerto Rico, Suriname, Uruguay, Venezuela

Enquiries: (613) 996-5546

UNITED STATES

**United States Trade and Investment
Development Division (UTI)**

Enquiries: (613) 991-5849

**United States Trade and Tourism
Development Division (UTO)**

Enquiries: (613) 993-7343

Canada



SECTORAL TRADE DIVISIONS

EAITC sectoral trade divisions in Ottawa provide information and advice on marketing opportunities and conditions around the world for individual product or service sectors. Other divisions offer expertise in related fields, such as export financing and investment.

Contacts (Please identify the appropriate division and acronym in all correspondence):

External Affairs and International Trade Canada
125 Sussex Drive
Ottawa, Ontario
K1A 0G2

Agri-Food, Fisheries and Resources Division (TAA)
Enquiries: (613) 995-1712

Secondary Industries Division (TAC)
Enquiries: (613) 996-0670

Advanced Technologies Division (TAE)
Enquiries: (613) 996-1893

Aerospace and Defence Programs Division (TAG)
Enquiries: (613) 996-1814

Export and Investment Programs Division (TPE)
Enquiries: (613) 944-0018

International Financing, Capital Projects and Service
Industries Division (TPF)
Enquiries: (613) 996-6213

Over ▷



Trade Development Operations Division (TPO)

Enquiries: (613) 996-8708

Trade Information Systems Division (TPP)

Enquiries: (613) 996-7182

Energy and Nuclear Affairs Division (EEN)

Enquiries: (613) 995-4735

Science and Technology Division (EMS)

Enquiries: (613) 992-8054

Transportation Services Division (EMT)

Enquiries: (613) 996-0245

Canada

TRADE**COMMISSIONERS IN
CANADA AND ABROAD**

EAITC has a network of trade commissioners in Canada and abroad to assist Canadian exporters and to promote Canadian trade, investment and tourism.

Trade Commissioners in the department's International Trade Centres across Canada provide a range of services to potential and experienced exporters (see card 4: International Trade Centres).

Trade officers in Ottawa offer information and advice on export opportunities within specific product/service sectors, and within individual countries and regions (see cards 5 and 6: Sectoral Trade Divisions; Geographic Trade Divisions).

Trade Commissioners abroad help Canadian exporters undertake activities in individual target markets around the world. Trade Commissioners can:

- promote companies to local customers;
- advise on marketing channels;
- recommend appropriate trade fairs;
- identify suitable foreign firms to act as agents;
- help find credit and business information on potential foreign partners;
- intercede to help solve problems with duties, taxes or foreign exchange;
- advise on a country's current trade, business and financial environment and practices; and
- advise and assist with foreign joint ventures and licensing.

Over ▷



It is recommended that you develop a systematic marketing plan and contact only those Trade Commissioners in your target market area. For help in developing your plan, contact your nearest International Trade Centre.

Further information is provided in the department's *Directory of the Canadian Trade Commissioner Service*. It lists the complete address, telephone and Fax numbers and other data for all trade commissioners in Canada and abroad.

Contact: your nearest International Trade Centre (see card 4)

or

InfoExport

Toll free: 1-800-267-8376

Ottawa callers: 944-4000

Fax: (613) 996-9709

Canada



EXPORT AND IMPORT CONTROLS

Canada has established export and import controls on a number of products, in order to support domestic policies and international commitments and agreements. Export controls impose restrictions on goods that may be sold or sent from Canada to other countries. Import controls set out restrictions on goods that may be brought into Canada.

Controls for a particular product may vary, depending on which other country is involved. EAITC experts can advise you on:

- export restrictions or import quotas and restrictions that may apply to the product you are interested in; and
- export/import permits or other documentation that may be required.

Contact:

External Affairs and International Trade Canada
125 Sussex Drive
Ottawa, Ontario
K1A 0G2

Export Controls Division (KPE)
Enquiries: (613) 996-2387

Import Controls Division 1 (KPT)
(Textiles and Clothing)
Enquiries: (613) 996-3711

Import Controls Division 11 (KPM)
(Agriculture and other products)
Enquiries: (613) 995-8104





DEFENCE PROGRAMS

Canada - U.S. Defence Production Sharing Arrangements (DPSA)

This arrangement gives Canadian manufacturers the opportunity to provide defence supplies and services to the U.S. military and to U.S. defence contractors.

Under this program, Canadian firms can compete effectively because, in most cases, the U.S. government has waived customs duties and its Buy America Act. The program aims to improve market access for Canadian businesses but does not provide financial assistance.

Canada - U.S. Defence Development Sharing Agreement (DDSA)

This program, a companion to the DPSA, enables the Canadian Government to share in the cost of a U.S. Department of Defence development project. Qualified Canadian companies act as prime contractors for approved projects.

DIC Agreements

Canada has Defense Industrial Co-operation (DIC) Agreements with two countries — Spain and Saudi Arabia. The objective of these agreements is to encourage industrial co-operation for the mutual benefit of our respective defence industry bases.

Over ▷



RDP Agreements

Canada maintains bilateral defence Research, Development and Production (RDP) Agreements with nine European partners (Belgium, Denmark, France, Germany, Italy, the Netherlands, Norway, Sweden and the United Kingdom). The objective of these agreements is to find projects of interest that warrant bilateral support under an RDP. Defence economic cooperation represents a strong element of RDPs. Industrial cooperation is encouraged for the mutual benefit of our defence industry bases.

The NATO Market

As a member of the North Atlantic Alliance, Canada contributes to NATO infrastructure projects and co-operative armaments projects. These projects require a wide range of goods and services, and present opportunities for Canadian companies to participate.

Contact:

Aerospace and Defence Programs Division (TAG)

Telephone: (613) 996-1814

Fax: (613) 996-9265

Canada


 **EXPORT ORIENTATION
PROGRAMS**

EAITC offers three orientation programs to help small- and medium-sized Canadian companies expand into selected export markets.

New Exporters to Border States (NEBS)

NEBS is for Canadian companies that have not previously exported but are "export-ready". Participants go to a Canadian trade office across the U.S. border for a one- or two-day "walk-through" course on the entire process of exporting. Experts give information on documentation and customs procedures, banking, insurance, agents, distributors and other topics. Canadian trade commissioners advise on marketing strategies and help identify contacts for follow-up meetings with manufacturers' representatives and potential U.S. buyers. The program pays return transportation costs.

Trade Missions Program (TMP)

This program is for companies that have traditionally exported to only one U.S. regional market, usually in the northern United States. Using a NEBS-style workshop format, the TMP provides information and contacts to help expand into other U.S. markets, particularly the southern States. The TMP also usually features a visit to a local trade fair or event. The program pays return economy airfare to the mission site.

Over ▷



For more information on NEBS and the TMP, contact the International Trade Centre nearest you (see card 4) or:

United States Trade and Tourism Development
Division (UTO)

External Affairs and International Trade Canada
125 Sussex Drive

Ottawa, Ontario K1A 0G2

Telephone: (613) 993-5726

New Exporters to Overseas (NEXOS)

This program extends the NEBS/TMP concept to help exporters new to Western Europe learn the essentials of doing business there. Each NEXOS mission focuses on a specific sector in a specific country (e.g., automotive mission to France, aerospace mission to Germany) and includes a visit to a major sectoral trade fair. The program provides an airfare entitlement and pays for common ground transportation.

Contact:

Western European Trade, Investment and Technology
Division (RWT)

External Affairs and International Trade Canada
125 Sussex Drive

Ottawa, Ontario

K1A 0G2

Telephone: (613) 995-6438

Canada



INVESTMENT DEVELOPMENT PROGRAM (IDP)

The Investment Development Program (IDP) encourages targeted foreign corporations and other potential investors to bring new capital and technology into Canada. The program also promotes joint ventures and strategic partnerships between Canadian and foreign firms.

The IDP activities are carried out by investment officers and counsellors at 43 EAITC trade offices around the world. The program initially focused on Canada's traditional foreign investment sources: the U.S., the U.K., France, Germany, Japan and Holland. It has now been expanded to cover additional European and Pacific-Rim countries and the Middle East. Promotional campaigns, direct mail, seminars and other activities focus on sectors where Canada has demonstrated expertise and opportunities. A major selling point is the improved access Canada offers to the U.S. market under the Canada-U.S. Free Trade Agreement and potentially the proposed North American Free Trade Agreement.

The department works closely with Investment Canada, Industry, Science and Technology Canada, and provincial and municipal governments to identify investment priorities in Canada.

Contact the nearest International Trade Centre nearest you (see card 4) or:

Export and Investment Programs Division (TPE)
External Affairs and International Trade Canada
125 Sussex Drive
Ottawa, Ontario K1A 0G2
Telephone: (613) 995-7576





PROGRAM FOR EXPORT MARKET DEVELOPMENT (PEMD)

PEMD is EAITC's primary export promotion program. It supports a variety of activities to help Canadian companies expand into export markets.

Industry-Initiated Activities

PEMD shares up to 50 per cent of eligible expenses and must be requested in advance. Program financial assistance is a repayable contribution, not a grant. Funded activities include:

- participation in recognized trade fairs outside Canada;
- visits outside Canada to identify markets;
- visits by foreign buyers and foreign sales agents to Canada;
- marketing agreements consisting of a number of visits and trade fairs directed toward a single target market;
- project bidding for specific projects outside Canada involving international competition/formal bidding procedures; and
- special activities undertaken by non-sales trade associations on behalf of their member companies.

Over ▷



Government-Initiated Activities

PEMD covers specified costs for invited participants to selected trade missions and trade fairs abroad. It also provides funds for visits by foreign business persons and officials to Canada, or to trade shows where there is substantial Canadian participation.

PEMD applicants and participants must be export-ready Canadian companies. To apply or obtain further information on PEMD, please contact the International Trade Centre nearest you (see card 4).



TECHNOLOGY INFLOW PROGRAM (TIP)

The Technology Inflow Program (TIP) helps Canadian companies acquire foreign technology to develop new Canadian products, processes and services, through two channels:

- Technology development offices located in posts abroad advise companies on technology sourcing, licensing and strategic partnerships, as well as visitor services.
- The Industrial Research Assistance Program (IRAP) provides financial assistance to companies for travelling abroad to investigate foreign technology acquisition and for working visits to assimilate the technology. These services are provided domestically through the National Research Council IRAP Industrial Advisors (ITAs) and internationally through the Technology Development Officers (TDOs) of EAITC.

TIP funding is based on cost-sharing principles. Contributions are provided to support international travel and living expenses. Support for specific TIP projects will not normally exceed \$10 000.

Incorporated (or registered) Canadian companies with fewer than 500 employees are eligible to apply. Applications may be made through your regional IRAP office.

Over ▷



Contact:

National Research Council Canada
Industrial Research Assistance Program
Montreal Road, Bldg. M-55
Ottawa, Ontario
K1A 0R6
Telephone: (613) 993-5326
Fax: (613) 952-1086

or

The TIP Officer
Technology Inflow Program
Export and Investment Programs Division (TPE)
External Affairs and International Trade Canada
125 Sussex Drive
Ottawa, Ontario
K1A 0G2
Telephone: (613) 992-7883
Fax: (613) 995-5773

Canada



TOURISM MARKET DEVELOPMENT ABROAD



EAITC works together with Canadian tourism authorities to promote Canada as a competitive international travel destination.

With the support of public- and private-sector partners, EAITC and Tourism Canada (a branch of Industry, Science and Technology Canada) work to increase tourism export revenues from select international markets.

Through EAITC, Tourism Canada delivers comprehensive, strategically integrated marketing, advertising and public relations programs in both primary and secondary international markets. It provides EAITC with operational direction and shares funding for delivery of tourist market development activities abroad.

Tourism officers at EAITC's trade offices abroad:

- provide information on tourism market opportunities, local competition, business customs, distribution networks and strategic contacts;
- facilitate market access for the Canadian tourism industry, through, for example, organization and/or participation in local trade shows and travel promotions;
- organize and/or implement co-operative tourism marketplaces and promotions that bring together Canadian tourism product sellers with potential local buyers, distributors and travel trade representatives;
- organize Canadian tours and site inspections for foreign tourism media, the travel trade and business travel influencers;

Over ▷



- disseminate information about new Canadian tourism products and services; and
- represent the interests of Canadian provinces/territories in foreign markets, especially in those areas where they do not have representation.

A total of 23 EAITC posts around the world (15 in the United States plus one each in Paris, London, Dusseldorf, Tokyo, Sydney, The Hague, Seoul and Taipei) have full-time tourism officers. In addition, 100 trade commissioners at EAITC posts around the world provide tourism marketing support.

For more information on all tourism market development activities at EAITC posts abroad, contact:

United States Trade and Tourism Development
Division (UTO)
External Affairs and International Trade Canada
125 Sussex Drive
Ottawa, Ontario
K1A 0G2
Telephone: (613) 944-7344

For information on the federal international tourism market programs, contact:

Industry, Science and Technology Canada
Tourism Canada
235 Queen Street
Ottawa, Ontario
K1A 0H5

United States	(613) 954-3810
Europe	(613) 954-3838
Asia/Pacific	(613) 954-3975
Canada	(613) 954-7577
St. John's:	(709) 772-4908
Charlottetown:	(902) 566-7445
Halifax:	(902) 426-9306
Moncton:	(506) 851-6455
Montreal:	(514) 283-4002
Toronto:	(416) 973-5074
Winnipeg:	(204) 983-2396
Saskatoon:	(306) 975-4400
Calgary (serving also N.W.T.):	(403) 292-4575
Vancouver (serving also Yukon):	(604) 666-1429

Canada



CANADIAN INTERNATIONAL DEVELOPMENT AGENCY (CIDA)

The Canadian International Development Agency (CIDA) provides most of Canada's international development assistance to some 100 countries. CIDA's Industrial Co-operation Program helps Canadian firms seeking opportunities for investment, joint ventures and transfers of proven technology in Asia, Latin America, the Caribbean, Africa and the Middle East.

CIDA's Industrial Co-operation Program (INC) offers financial incentives to Canadian firms to develop long-term arrangements for business co-operation and to carry out project definition studies in developing countries. Support is also available for building contacts and identifying opportunities through visiting missions and seminars. To be eligible for CIDA-INC funding assistance, proposals must clearly demonstrate mutual, social, economic and industrial benefits to both the host country and Canada. The host country benefits from new technology, job opportunities, business expansion and savings in foreign exchange while Canada benefits by selling equipment, components and services.

Information on supplying consultant services for CIDA projects is available from:

Canadian International Development Agency
Consultant and Industry Relations Directorate
200 Promenade du Portage
Hull, Quebec
K1A 0G4
Telephone: (819) 997-7775

Over ▷



Information on supplying goods for CIDA projects overseas is available from:

Canadian International Development Agency
Procurement Division
Operation Services Branch
200 Promenade du Portage
Hull, Quebec
K1A 0G4
Telephone: (819) 997-6630

To register as a potential supplier, contact:

Supply and Services Canada
Supplier Services Centre
Statistical Information and Data Management Branch
Place du Portage, Phase III
11 Laurier Street
Hull, Quebec
K1A 0S5
Telephone: (819) 956-3444



EXPORT
DEVELOPMENT
CORPORATION (EDC)

The Export Development Corporation (EDC) is a unique financial institution that specializes in helping Canadian exporters compete internationally. The EDC facilitates export trade and foreign investment through the provision of risk management services, including insurance and financing, to Canadian companies and their global customers. The EDC is committed to the highest standards of service, quality and professionalism.

EDC programs fall into four major categories:

- export credits insurance, covering short- and medium-term credits;
- performance-related guarantees and insurance, providing cover for exporters and financial institutions against calls on various performance bonds and obligations normally issued either by banks or surety companies;
- foreign investment insurance, providing political risks protection for new Canadian investments abroad; and
- export financing, providing medium- and long-term export financing to foreign buyers of Canadian goods and services.

For information on the full range of EDC services, contact any of the following EDC offices:

HEAD OFFICE

Export Development Corporation
151 O'Connor Street
Ottawa, Ontario
K1A 1K3
Telephone: (613) 598-2739
Fax: (613) 237-2690
Telex: 053-4136

Over ▷



HALIFAX

Export Development Corporation
1791 Barrington Street
Suite 1003
Halifax, Nova Scotia
B3J 3L1
Telephone: (902) 429-0426
Fax: (902) 423-0881
(Serving the Atlantic Provinces)

MONTREAL

Export Development Corporation
800 Victoria Square, Suite 4520
P.O. Box 124
Tour de la Bourse Postal Station
Montreal, Quebec
H4Z 1C3
Telephone: (514) 283-3013
Fax: (514) 878-9891
(Serving Quebec)

OTTAWA

Export Development Corporation
151 O'Connor Street
Ottawa, Ontario
K1A 1K3
Telephone: (613) 598-2992
Fax: (613) 237-2690
(Serving Eastern Ontario, Western Quebec)

TORONTO

Export Development Corporation
150 York Street, Suite 810
P.O. Box 810
Toronto, Ontario
M5H 3S5
Telephone: (416) 973-6211
Fax: (416) 862-1267
(Serving Ontario)

LONDON

Export Development Corporation
148 Fullarton Avenue
Suite 1512
London, Ontario
N6A 5P3
Telephone: (519) 645-5828
Fax: (519) 645-5580
(Serving Southwestern Ontario)

WINNIPEG

Export Development Corporation
330 Portage Avenue, 8th Floor
Winnipeg, Manitoba
R3C 0C4
Telephone: (204) 983-5114
Fax: (204) 983-2187
(Serving Manitoba, Saskatchewan)

CALGARY

Export Development Corporation
510-5th Street S.W.
Suite 1030
Calgary, Alberta
T2P 3S2
Telephone: (403) 292-6898
Fax: (403) 292-6902
(Serving Alberta, Northwest Territories)

VANCOUVER

Export Development Corporation
505 Burrard Street, Suite 1030
Vancouver, British Columbia
V7X 1M5
Telephone: (604) 666-6234
Fax: (604) 666-7550
(Serving British Columbia, Yukon Territory)

Canada

The logo for the Canadian Commercial Corporation (CCC) features the word "CANADIAN" in a serif font with a small square above the letter "A". Below it, the words "COMMERCIAL" and "CORPORATION (CCC)" are stacked in a bold, sans-serif font. To the left of "COMMERCIAL" is a square containing a stylized, grainy image of a Canadian maple leaf.

**CANADIAN
COMMERCIAL
CORPORATION (CCC)**

The Canadian Commercial Corporation (CCC) is a crown corporation reporting to the Minister of Supply and Services. It acts as the prime contractor when foreign governments and international agencies wish to purchase goods and services from Canadian sources on a government-to-government basis.

In responding to such requests, the CCC identifies Canadian sources, obtains bid opportunities for suppliers and certifies their capability to perform. In addition to participating in negotiations, the Corporation follows through on contract management, inspection, acceptance, shipping, payment to suppliers and collection from customers. Its participation helps reduce the complexity of export sales for Canadian firms and often encourages foreign customers to purchase from smaller or lesser-known suppliers, since buyers have the comfort of dealing on a government-to-government basis through the CCC.

Contact:

Canadian Commercial Corporation
50 O'Connor Street, 11th Floor
Ottawa, Ontario
K1A 0S6
Telephone: (613) 996-0034
Fax: (613) 995-2121





WIN EXPORTS

The World Information Network for Exports — **WIN Exports** — is a computerized international sourcing system.

It currently lists over 23 000 Canadian firms and each listing includes: products and services available for export, foreign markets/countries in which the firm is currently active or is considering and contacts within the company responsible for export activities.

All entries are accessible only to EAITC or other trade officials active in identifying export trade opportunities. WIN Exports help:

- identify Canadian suppliers able to respond to sales opportunities in the officer's territory;
- make appropriate contacts on behalf of Canadian companies; and
- report back to the firms with advice to help them make informed decisions.

WIN Exports companies automatically receive CanadExport, the department's trade newsletter. If companies who export are registered on the Business Opportunities Sourcing System (BOSS) — a domestic sourcing system operated by Industry, Science and Technology Canada — they are automatically registered in WIN Exports. Registration in WIN Exports or BOSS is required for PEMD funding (see card 12).

Over ▷



To apply for WIN registration, return the enclosed form (card 22). **For more information, contact the International Trade Centre nearest you (see card 4) or:**

Trade Information Systems Division (TPP)
External Affairs and International Trade Canada
125 Sussex Drive
Ottawa, Ontario K1A 0G2
Telephone (613) 996-7182

Canada



CANADEXPORT

CanadExport is EAITC's trade newsletter, distributed free of charge to 35 000 readers twice a month. It is the department's primary publication for keeping the Canadian business community and exporters informed about key trade matters.

Individual issues of *CanadExport* are 8 to 12 pages long. Regular features include:

- developments in individual industry sectors;
- information on international market opportunities;
- business news and upcoming events (trade fairs, official trade visits, conferences);
- Canadian export success stories and winning strategies;
- developments affecting the international trading environment;
- government programs and services to assist exporters;
- reviews of new publications;
- special reports on trade-related issues of interest to exporters: North American Free Trade Agreement, Europe 1992 or Multilateral Trade Negotiations; and
- supplements on other departments and agencies relating to international trade programs and activities.

Over ▷



To receive *CanadExport*, fill out the enclosed subscription form (card 22), or:

Contact:

Trade Communications Division (BPT)
External Affairs and International Trade Canada
125 Sussex Drive
Ottawa, Ontario K1A 0G2
Telephone: (613) 996-2225
Fax: (613) 992-5791

Canada

OTHER TRADE PUBLICATIONS

Besides *CanadExport*, the department publishes a wide range of trade and economic publications. Exporters will be interested in such publications as:

So You Want to Export?

- This will give business people an overview of what is involved in exporting. It also provides names of persons and organizations to contact.

Export Guide — A Practical Approach

- Export Guide provides information on developing a corporate trade strategy, export pricing, trade terms and more.

Export Documentation and Foreign Collections

- This document should be used as a complement to the previous one. It contains more detailed and technical information on the documents required by the various parties involved in international trade, including carriers, insurance companies, banks and government authorities.

Selecting and Using Foreign Agents and Distributors

- This publication is designed for exporters who are examining foreign market representation options, and for companies who receive unsolicited proposals from potential agents or distributors and require guidance in the assessment process.

Over ▷



Directory of the Canadian Trade Commissioner Service

- The directory lists EAITC offices and trade commissioners abroad with foreign trade, tourism and investment responsibilities, as well as the International Trade Centres in Canada.

Guides for Canadian Exporters

- These short guides to individual countries provide factual information on the country's economy, tips on doing business, local customs and foreign exchange information.

For these and other publications contact:

InfoExport

Toll free: 1-800-267-8376

Ottawa callers: 944-4000

Fax: (613) 996-9709

Canada



INTERNATIONAL TRADE DATA BANK

EAITC operates the International Trade Data Bank, to help provide up-to-date trade statistics to Canadian business, government officials and others interested in international trade.

The bank stores a wide range of computerized trade information from the United Nations. It can provide export and import data on 60 major trading nations, as well as for groupings such as the European Community (EC) and the Organization for Economic Co-operation and Development (OECD). Customized analyses are prepared upon request.

Contact:

Library Services Division (BMS)
External Affairs and International Trade Canada
125 Sussex Drive
Ottawa, Ontario K1A 0G2
Telephone: (613) 992-6150
(613) 992-6161
Fax: (613) 944-0222





**CANADEXPORT/
WIN EXPORTS
REGISTRATION FORM**

Valuable Export News

EAITC's bi-monthly trade newsletter, *CanadExport*, keeps 35 000 readers informed of tender calls and other international market opportunities. It also provides information on new projects offering export potential, government programs and services to assist Canadian exporters, forthcoming events (e.g., trade fairs, missions and conferences), and export "success" stories and winning strategies.

Export Opportunities

The *World Information Network for Exports* (WIN Exports) is a micro-computer-based information system designed to help EAITC trade development officers around the world identify Canadian suppliers for sales opportunities in their territories.

Canadian firms registered in the WIN Exports data bank keep Trade Commissioners abroad aware of their capabilities and interest, thus increasing their chances of gaining access to valuable trade deals.

Over ▷



_____ I would like to receive
CanadaExport.

_____ I would like to be registered in
WIN Exports.

Mr./Mrs./Ms.: _____

Title: _____

Company: _____

Address: _____

City, Province: _____

Postal Code: _____

Telephone: _____ Fax: _____

Products/Services: _____

Currently exporting to (list countries): _____

Interested in exporting to (list countries): _____

Return the completed form to:
Trade Communications Division (BPT)
External Affairs and International Trade Canada
125 Sussex Drive
Ottawa, Ontario
K1A 0G2.

Canada

CANADEXPORT/ WIN EXPORTS REGISTRATION FORM

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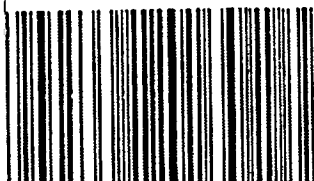
Return the completed form to:
Trade Communications Division (BPT)
External Affairs and International Trade Canada
125 Sussex Drive
Ottawa, Ontario
K1A 0G2.

Canada

Dept. of External Affairs
Min. des Affaires extérieures

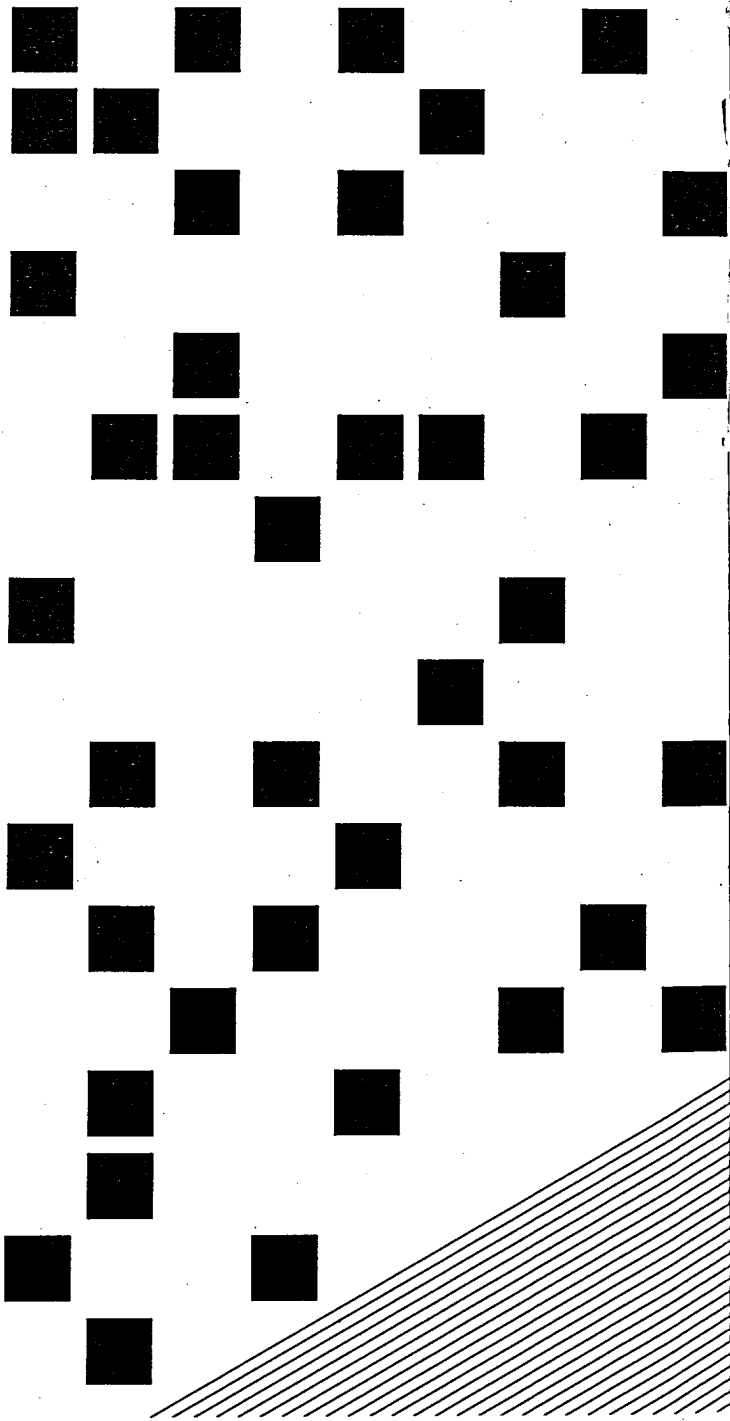
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