

# The Canadian Trade Commissioner Service

Everywhere you do business



From Ontario to the rest of the world:  
Services to help Canadians in  
the international marketplace

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Foreign Affairs and  
International Trade Canada

Affaires étrangères et  
Commerce international Canada

Canada

## Maximize your global potential

The time to expand your business beyond Canadian borders is now. Increasing demand for Canadian products, services and technologies in emerging markets has created significant potential for Canadian companies to realize growth and profitability by competing in the global marketplace.

As advances in communications and other technologies continue to make global trade more accessible than ever before, time is a crucial factor for international success. You have the potential to bring innovations to market before your competitors. And we can help.

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## The Canadian Trade Commissioner Service (TCS)

As a part of Foreign Affairs and International Trade Canada, the Canadian Trade Commissioner Service helps Canadian companies and organizations succeed globally and lower their costs of doing business through four key services:

**Preparation for international markets**

**Market potential assessment**

**Qualified contacts**

**Problem solving**

Whether you're looking to export, invest abroad, attract investment, or develop innovation and R&D partnerships, our international business professionals, market intelligence and expert advice are available when you need them. We have Trade Commissioners located in more than 150 cities worldwide and in offices across Canada, ready to help you achieve international business success.



## The TCS approach

The TCS has an unparalleled network of contacts around the world, and that network starts at home.

Trade Commissioners at regional offices in Canada will help you pursue global business opportunities. They'll provide expert advice, and they can connect you with provincial and territorial trade promotion agencies that are part of the Regional Trade Network. All of these professionals are committed to helping Canadian companies achieve international business success.

And while Trade Commissioners abroad can provide you with on-the-ground information and access to key foreign contacts, maintaining an ongoing relationship with a Trade Commissioner at home is crucial to maximizing your global potential. He or she will develop a first-hand understanding of your business—whenever possible, by meeting with you in person or visiting your facilities. And when a foreign buyer asks about a Canadian supplier of products or services, or a global opportunity arises, Trade Commissioners will think of your organization and what it can offer.

“Being associated with the TCS adds a lot of credibility when doing business abroad. When we say we have the support of the TCS, people listen.”

JENNIFER KLUGER AND SUZIE OROL, FOXY ORIGINALS, TORONTO

“Our local Trade Commissioner was enthusiastic and encouraging about us entering new markets and that gave us the confidence we needed. Now we know it’s possible to make it and the TCS will be there to assist us.”

GEOFF SCHIMMEL, LOYALIST FOREST PRODUCTS, ERINSVILLE

“The TCS provided us with invaluable information. We received exactly the help we needed and it was very swift.”

JEREMY QUINN, OXI BRITE, TORONTO

“The TCS took the time to understand our technology and then helped us with a market-entry approach. This saved us time and money! We rely on the TCS for this excellent service and assistance.”

NELSON DASS, ALTINEX, MISSISSAUGA



THE CANADIAN  
TRADE COMMISSIONER  
SERVICE

## Going international the foxy way

The two-woman team of jewellery designers known as Foxy Originals from Toronto has been rapidly expanding into foreign markets with support from the TCS along the way. A Trade Commissioner in the regional office helped the company determine that the Japanese market offered great potential for its products. The TCS then helped Foxy Originals

## Preparing for international markets

There's a lot of preparation involved when entering a new market. When you contact a TCS regional office, you will be introduced to a Trade Commissioner in Canada who will help you:

- *Determine if you are internationally competitive*  
We can guide you through a self-assessment of your readiness to compete in the international marketplace.
- *Decide on a target market*  
If you haven't already chosen a target market, we can work with you to identify markets in which your company has the most potential to succeed.
- *Collect market and industry information*  
It's time to start gathering general information about the geographical market and the industry in which you will be competing. We also have up-to-date information on trade fairs, technical conferences and seminars to consider attending.
- *Improve your international business strategy*  
International success depends on a solid business plan. Whether you're selling a product or service, investing globally or seeking technology and R&D partnerships, we can help you expand operations abroad.

prepare for this new market by informing it of trade events and putting it in touch with the TCS office located in Japan.

"The TCS shared knowledge about local trends and practices and briefed us on Japanese business etiquette and culture. It was advantageous to have access to that knowledge and expertise."

In Tokyo, Foxy was interviewed and featured in a high-end fashion magazine. And after meeting with several distributors, the designers now sell their products in Japanese stores.

"The TCS gave us the confidence to participate in international trade. Now we are working with distributors in the U.K., Australia and Israel. Whenever we go to a new destination, we make it a habit to visit the TCS first."

A woman with long dark hair, wearing a white blazer, is seated at a desk. She is looking towards the left of the frame, where a laptop screen is visible. The background is a bright, slightly blurred office setting. The overall tone is professional and focused.

## Branching out into new markets

With a rising dollar and collapsing construction market in the United States, lumber manufacturer and wholesaler Loyalist Forest Products from Erinsville was feeling the negative effects on the Canadian wood industry. The company decided to break into the Indonesian market, but needed help getting started.

## Assessing your market potential

Now that the groundwork for penetrating a new market has been accomplished, a Trade Commissioner abroad will work with you to assess your potential in the target market. The TCS will help you with:

- *Market intelligence.*

This is when detailed planning for entering the new market begins. We have up-to-date market information and can inform you about recent developments in your target market. We will provide information on barriers and regulations associated with entering a specific region and inform you of any upcoming opportunities. We'll give you an inside look at what's going on in your area of business.

- *Advice on improving your market strategy*

Are you taking full advantage of the opportunities in your target markets? Whether you're looking to export, invest abroad or seek technology and R&D partnerships, we can help you make the most of your market strategy.

"We realized business culture would be an issue and tried to learn everything possible about protocol, policies and the stability of the political climate, but it was difficult. The TCS was able to obtain more effective and detailed information."

The market knowledge provided by the TCS helped Loyalist Forest Products realize approximately \$2.5 million annually from its Indonesian contract.

"The TCS officer assured us that it is possible to make it, there are mechanisms in place and a knowledge base to effectively enter new markets. To know that my country is behind me in making these business developments is incredible."



## If you can't beat them, work with them

Altinex Industries from Mississauga had tried selling its products for oil and gas offshore projects directly to PEMEX, the Mexican state-owned oil company, but had been unsuccessful. Besides needing to understand the Mexican business culture better, Altinex needed qualified industry contacts.

“The TCS put us in contact with companies that service PEMEX. Local companies are given first priority, so this allowed us to enter the market more effectively.”

Taking this approach to entering the Mexican market, a TCS advisor introduced Altinex to Oceanografia, a PEMEX service provider. Altinex secured a contract and has sold \$22 million worth of product to Oceanografia.

“If we had tried to establish the same contacts introduced to us by the TCS we would have incurred tremendous costs in qualifying the right contacts.”

## Finding qualified contacts in all the right places

We know it can take weeks, even months, to reach the right contact. That's time that could be spent on other business developments.

### Global reach

The TCS network and its presence extend to more than 150 cities in 101 countries around the world. Wherever you're expanding operations, the TCS has a contact who is familiar with your target market or technology and can provide the local knowledge you need.

Our contact list includes:

- Potential buyers and partners
- Professionals in financial and legal institutions
- Technology sources
- Agents
- Manufacturers' representatives
- Foreign regulatory authorities
- Foreign investment promotion agencies

### Canadian presence

The TCS is linked to the vast Canadian trade network, made up of provincial, federal and municipal agencies that want to help Canadians succeed abroad.

TCS regional offices in Canada participate in trade shows and seminars that attract international interest. When foreign trade missions attend these events, we can help you make connections with international companies looking to partner or work with Canadian businesses like yours.



Cleaning up unfinished business

## Resolving problems along the way

Issues are bound to arise. It could be a common problem that many businesses have faced abroad or an issue exclusive to your organization that requires a unique solution. Whatever it is, the TCS is here to help.

Although we can't enter into private disputes or act on your behalf in legal situations, we can advise on market access problems and other business challenges. The TCS has helped Canadian companies solve problems abroad for more than 100 years. As officials of the Government of Canada, Trade Commissioners have the necessary access, credibility and experience to open doors.

When Toronto-based cleaning products supplier Oxi Brite was at risk of damaging an international client relationship due to a communication problem, it contacted the TCS for help. Trade Commissioners did some research about the company that was not complying with the contract agreement it had with Oxi Brite. The TCS was able to clarify the regulatory obligation behind the issue and helped resolve the problem quickly.

"We had a general lack of understanding of the market we were in and did not know its customs or typical business practices. The TCS provided us with information we would have had trouble seeking out on our own. The relationship with the client has not been damaged despite the issue. We're very satisfied with the swift results we received from the TCS."

## The Virtual Trade Commissioner— access a world of trade knowledge

Markets are constantly changing. That's why you need the latest insights, available any time, anywhere.

The Virtual Trade Commissioner (VTC) is a gateway to a world of information online. With the VTC you can:

- Personalize the online experience with a web page that contains market information and business opportunities that match your international business interests.
- Access current market reports, sector-specific news and trade events.
- Receive assistance and request services from Trade Commissioners located in Canada and in your market.
- Be notified when new information is published to your VTC page.

Register today and take international business to a new level.

[tradecommissioner.gc.ca](http://tradecommissioner.gc.ca)

## Stay informed with *CanadExport*

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Visit [canadexport.gc.ca](http://canadexport.gc.ca) and subscribe today.

## Our commitment to you

The TCS understands the sensitivity of your business information and holds all information in the strictest confidence. We take pride in our excellence of service and will contact you within five working days of receiving your inquiry.

Contact the TCS Enquiries Line by phone at **1-888-306-9991** or by e-mail at [feedback.tcs@international.gc.ca](mailto:feedback.tcs@international.gc.ca) to provide feedback on services you have received.

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## Contact the Canadian Trade Commissioner Service

Work with someone who has already established the contacts, knows the markets and has years of experience. Work with the TCS and realize your company's full international market potential.

### The Canadian Trade Commissioner Service

**Everywhere you do business**

110+ years of experience

150+ cities worldwide

Regional offices across Canada:

Victoria, Vancouver, Calgary, Edmonton, Saskatoon, Regina, Winnipeg, Windsor, Waterloo Region, Toronto, Ottawa, Montreal, Quebec City, Moncton, Halifax, Charlottetown, St. John's

[tradecommissioner.gc.ca](http://tradecommissioner.gc.ca)

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