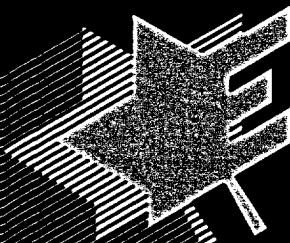


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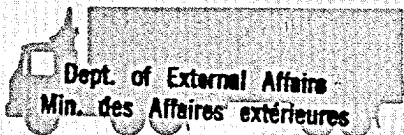
Canada

What are International Trade Centres?

A joint program of External Affairs and International Trade Canada and Industry, Science and Technology Canada, International Trade Centres (ITCs) are the primary delivery point in Canada's regions for the trade development programs and services of all federal government departments. Established in 1988, ITCs draw on the resources of their colleagues in over 100 Canadian missions overseas to assist Canadian firms in their export sales efforts.

Located within the regional offices of Industry, Science and Technology Canada (ISTC), ITCs are distinct units managed by a Senior Trade Commissioner from External Affairs and International Trade Canada (EAITC) and staffed primarily by experienced EAITC Trade Commissioners with hands-on expertise in international trade. Eleven ITC offices have been established to date: in Vancouver, Edmonton, Calgary, Saskatoon, Winnipeg, Toronto, Montreal, Moncton, Charlottetown, Halifax and St. John's.

To complete a "one-stop shopping" concept, the regional operations of the Export Development Corporation (EDC) and the Canadian International Development Agency (CIDA) will co-locate with the ITCs over the next few years. Already, EDC's Manitoba/Saskatchewan district office is located adjacent to the Winnipeg ITC, and CIDA advisors are housed in the Vancouver, Calgary, Winnipeg and Montreal offices. Other office mergers will follow as space becomes available.



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ITC Services

ITCs offer a full range of trade development services to Canadian companies, including:

○ Export Counselling

43-235-936


Experienced Trade Commissioners provide professional counselling to assist firms in the development of their international marketing plans. ITC offices are part of an international network of Trade Commissioners with access to up-to-date information on trade opportunities and market access conditions from Canada's missions around the world. Trade Commissioners can assist new exporters in developing an export entry strategy and work with experienced exporters to refine their approach to specific markets. They can also advise on trade fairs and missions sponsored by EAITC.

○ Export Programs

ITCs are responsible for the delivery of the Program for Export Market Development (PEMD), New Exporters to Border States (NEBS) and New Exporters to the U.S. South (NEXUS) programs. In addition, they provide input to the New Exporters Overseas (NEXOS) program and the Technology Inflow Program (TIP) and recruit local firms for participation in EAITC's world-wide fairs and missions program.

○ Export Education

ITCs arrange and sponsor a variety of seminars and workshops on the fundamentals of exporting, federal trade programs and export market opportunities. They also sponsor special interest programs dealing with such topics as Europe 1992 and the Canada-U.S. Free Trade Agreement. In addition, with sufficient notice, ITCs can make available speakers to participate in locally organized export events.



WIN Exports Computerized Trade Information Network

The WIN Exports system, being established between EAITC headquarters and the ITCs, will enable the ITCs to provide Canadian exporters with key, up-to-date information on market opportunities, trade-promotion events (both domestic and international) and federal government export promotion plans.

Firms can also register themselves in the WIN Exports data bank, which can be computer accessed by Canadian trade offices worldwide. These data are updated regularly and keep Trade Commissioners abroad aware of company capabilities and interests, thus increasing their chances of gaining access to valuable trade leads.

Business Services Centres

Business Services Centres (BSCs) are operated by the ISTC Regional Office and offer, on behalf of the ITC, a wide selection of trade-related publications, including country market profiles, "how to" guides, trade statistics and international trade fair catalogues.

Other Services

ITCs also provide access to the services offered by EDC (export financing and insurance), CIDA (development-assistance contracts in developing countries) and other government agencies such as the Canadian Commercial Corporation (government-to-government contracts including U.S. defence procurement).





Federal Trade Promotion Programs

Program for Export Market Development (PEMD)

The major objective of PEMD is to increase export sales of Canadian goods and services. The program accomplishes this by sharing the costs of activities that companies normally could not, or would not, undertake alone. This reduces the risks firms face in penetrating a foreign market.

Through refundable contributions, PEMD covers up to 50 per cent of participation costs in commercially oriented trade promotion activities. ITCs are responsible for approving the following industry-initiated activities:

- participation in recognized fairs outside Canada;
- visits outside Canada to identify markets as well as visits of foreign buyers/sales agents to Canada; and
- marketing agreements aimed at medium-sized companies experienced in exporting.

In addition, ITCs can provide information and referral for companies interested in PEMD support for other industry-initiated activities, including:

- project bidding for specific projects outside Canada;
- special programs for non-profit, non-sales organizations, marketing boards and agencies (for the benefit of their members);
- innovative marketing projects; and
- establishment of permanent sales offices abroad;

and the following government-planned activities:

- trade missions to markets outside Canada;
- visits of foreign business persons and government officials to Canada or to trade shows where Canadian business participation is substantial; and
- trade fairs abroad.

○ ***New Exporters to Border States (NEBS)***

Launched in 1985, the NEBS program is a crash course on the essentials of exporting to the United States for small and medium-sized businesses. It provides practical information along with first-hand exposure to a nearby market in a U.S. border state. Participants are taken to the nearest Canadian Trade Mission across the U.S. border and, over a one- to three-day period, are led through all stages of exporting from customs clearance procedures to warehousing and distribution of goods. At briefings organized by the mission, participants are addressed by a variety of experts from the United States and Canada, including manufacturers' representatives, freight forwarders, customs brokers, bankers and others familiar with the process of selling Canadian goods and services in the U.S.

Fifty per cent of the participants on NEBS missions go on to make an export sale. Some 50 to 60 NEBS missions are organized annually involving approximately 2 000 companies.

○ ***New Exporters to the U.S. South (NEXUS)***

NEXUS is a brand new program for the numerous small to medium-sized firms in every region of the country that have traditionally traded just over the U.S. border as a natural extension of their home markets. Under NEXUS, companies are encouraged to venture into other U.S. regional markets by participating in outgoing, sector-based missions, usually to a Canadian Trade Mission or a selected regional trade

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fair. Since the firms are already experienced exporters, emphasis on customs procedures, market access, etc. is limited. Instead, the Canadian Trade Mission concentrates on outlining the market characteristics for the sector in question and on developing a program for increased distribution and sales exposure for the companies.

In all, some 25 NEXUS missions involving about 500 firms are undertaken annually.

○ ***New Exporters Overseas (NEXOS)***

NEXOS is a program for teaching rather than marketing, aimed at small to medium-sized companies that have successfully exported but not to Europe. NEXOS missions are generally organized around major trade fairs in Western Europe in order to provide the best overview of what is happening in a given sector at a specific time. The objective is to entice exporters to that market, to teach them the practicalities of doing business there, to expose them to marketing in a European context, and to uncover new opportunities.

The program concentrates on providing information on customs procedures, market access, shipping, labelling, etc. In addition, Canada's foreign missions will arrange workshops and speakers to outline market characteristics for the sector in question and work with the companies to develop a program for increased distribution and sales exposure for them. Missions usually last one week.

○ ***Canada Export Trade Month (CETM)***

October was established as CETM in 1983. Its primary purpose is to make the business community more aware of the importance of export trade to the Canadian economy. In co-operation with public and private sector organizations, EAITC, through the ITCs, offers a month long schedule of seminars, workshops and presentations across Canada. CETM is launched each year with the presentation of the Canada Export Awards at a gala dinner co-sponsored by the Canadian Exporters' Association.

○ **Export Marketplace**

Marketplace was created in 1985. Each year EAITC brings to Canada Trade Commissioners from its missions abroad to meet with the Canadian business community. This cross-Canada tour represents a unique opportunity for exporters to establish individual contacts and gain valuable information on market opportunities through one-on-one interviews with experienced Canadian Trade Commissioners.

○ **Technology Inflow Program (TIP)**

The TIP promotes the acquisition of recent foreign technology needed by Canadian firms to develop new or improved products, processes or services. It operates in two ways. First, it makes use of Canadian government offices abroad to locate and facilitate linkages with foreign sources of technology (TIP Post Services). Second, it can provide financial support to help Canadian organizations acquire foreign technologies relevant to their needs (TIP Fund).

While ITCs do not approve TIP applications themselves, they assist Canadian businesses in accessing the program.

○ **Investment Development Program (IDP)**

Launched in 1985, the IDP is a federal government initiative designed to encourage both foreign and domestic investment in Canada. The program promotes and supports investments that bring new technologies, capital and employment opportunities to Canada.

Through its contact with the Trade Commissioner Service, the ITC informs investment counsellors of opportunities in Canada. The IDP actively promotes investments in the form of joint ventures, strategic partnerships and technology transfers.



International Trade Centre

Locations

Vancouver
International Trade Centre
Scotia Tower
900 - 650 West
Georgia Street
P.O. Box 11610
Vancouver, British
Columbia
V6B 5H8
Tel: (604) 666-0434
Telex: 04-51191
Fax: (604) 666-8330

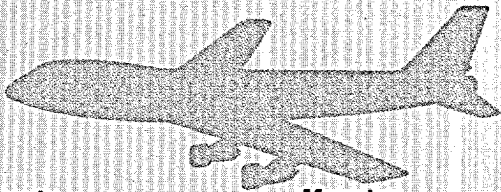
Alberta
International Trade Centre
Edmonton Office
Canada Place,
Suite 540
9700 Jasper Avenue
Edmonton, Alberta
T5J 4C3
Tel: (403) 495-2944
Telex: 037-2762
Fax: (403) 495-4507

International Trade Centre
Calgary Office
11th Floor
510 - 5th Street S.W.
Calgary, Alberta
T2P 3S2
Tel: (403) 292-6660
Fax: (403) 292-4578

Saskatoon
International Trade Centre
6th Floor
105 - 21st Street E.
Saskatoon,
Saskatchewan
S7K 0B3
Tel: (306) 975-5315
Telex: 074-2742
Fax: (306) 975-5334

Winnipeg
International Trade Centre
8th Floor
330 Portage Avenue
Winnipeg, Manitoba
R3C 2V2
Tel: (204) 983-8036
Telex: 07-57624
Fax: (204) 983-2187

St. John's
International Trade Centre
90 O'Leary Avenue
P.O. Box 8950
St. John's,
Newfoundland
A1B 3R9
Tel: (709) 772-5511
Telex: 016-4749
Fax: (709) 772-2373



**Toronto
International Trade
Centre**

**Dominion Public
Building
4th Floor
1 Front Street W.
Toronto, Ontario
M5J 1A4
Tel: (416) 973-4782
Telex: 065-24378
Fax: (416) 973-8161**

**Moncton
International Trade
Centre**

**Assumption Place
770 Main Street
P.O. Box 1210
Moncton, New
Brunswick
E1C 8P9
Tel: (506) 857-6452
Telex: 014-2200
Fax: (506) 857-6429**

**Montreal
International Trade
Centre**

**Stock Exchange Tower
800 Victoria Square
Suite 3800
P.O. Box 247
Montreal, Quebec
H4Z 1E8
Tel: (514) 283-8185
Telex: 055-60768
Fax: (514) 283-3302**

**Charlottetown
International Trade
Centre**

**Confederation Court
Mall
134 Kent Street,
Suite 400
P.O. Box 1115
Charlottetown,
Prince Edward Island
C1A 7M8
Tel: (902) 566-7400
Telex: 014-44129
Fax: (902) 566-7450**

**Halifax
International Trade
Centre**

**Central Guaranty
Trust Building
1801 Hollis Street
P.O. Box 940,
Station M
Halifax, Nova Scotia
B3J 2V9
Tel: (902) 426-7540
Telex: 019-22525
Fax: (902) 426-2624**

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