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TOP TEN EXPORT PROGRAMS



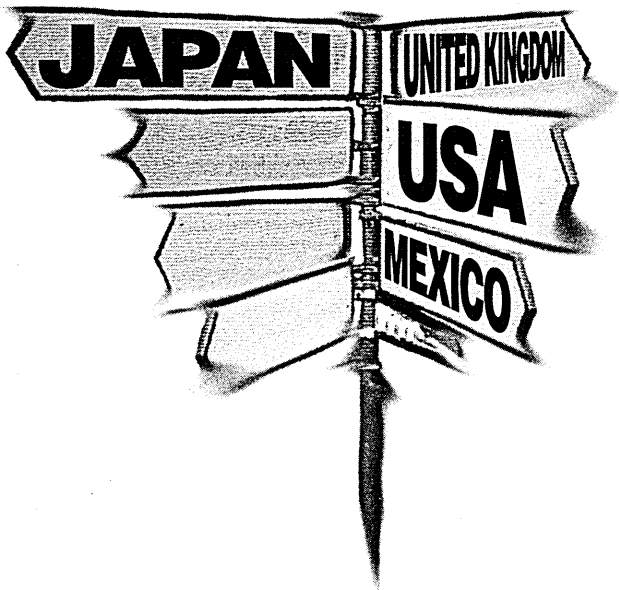
Government
of Canada

Gouvernement
du Canada

Canada

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**ROAD MAP
TO
EXPORTING
AND
EXPORT
FINANCING**



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CONTACTS FOR EXPORT SUCCESS

A business getting ready to export is often challenged by a host of considerations and details that are quite different from those relating to domestic operations. The Road Map to Exporting and Export Financing provides a pointer system to the contacts that can help with export related questions.

The Road Map was developed in partnership between the Government of Canada and financial institutions, and is the first such joint venture. While information sources referenced in the Road Map are generally limited to those of the public sector and financial institutions, there are many other industry associations and commercial organizations that can provide assistance to exporters.

The contacts in the Road Map can help you along the way as you plan for exporting, find foreign buyers, manage your export risks and finance your export activities. Moreover, these contacts can be of the greatest benefit once you have determined how exporting fits into your overall business strategy.



You're in the driver's seat!



I WANT TO EXPORT

I think my product/service has good export potential, but I really don't know where to begin. I'd also like to assess if I am ready to export. Is there training or educational material available to help me get started?

- **Department of Foreign Affairs and International Trade (DFAIT) InfoCentre**
- **Canada Business Service Centres across the country**
- **Provincial trade contacts as referred by Canada Business Service Centres**
- **Federal Business Development Bank**
- **Forum for International Trade Training (FITT Inc.)**
- **Canadian Exporters' Association**

Where can I find a glossary of trade and export related terms?

- **DFAIT InfoCentre**
- **Publications may also be available from your financial institution**

Where can I obtain information to identify possible export markets and to help with my market research? ▶

HOW DO I FIND

FOREIGN BUYERS?

Who can help me assess the sales potential of my product/service on the basis of its applications, strengths, users, competitors and price? ▶

Who can help me determine if there are barriers to introducing my product/service in my target market? ▶

Who can tell me what I need to know about the cultural, political and economic aspects of my target market? ▶

Who can help me decide if I should promote my product/service through trade fairs and foreign missions? ▶

Who can help me find out how to sell my product/service in my target market? ▶

Who can help me find out how to tailor my product/service for the target markets I have selected? ▶

HOW DO I

PLAN FOR EXPORTING?

Who can give me advice on selling terms for a market such as terms of payment and currencies? ▶

Who can I contact for practical advice and assistance in preparing bids and negotiating better contract terms? ▶

Who can help me find experts on international trade logistics such as transportation, shipping, insurance and documentation? ▶

Who can help me find a foreign partner, agent or distributor to work with me in my target market? ▶

Who can help me find legal and accounting services in my target market? ▶

HOW DO I

FINANCE MY EXPORTS

Where can I obtain credit information on my foreign buyer? ▶

Who can help me find the additional working capital I may need for my company to expand into export markets? ▶

Who can help me if my buyer needs financing? ▶

Who can insure me against commercial and political risks of non-payment? ▶

Who can help me reduce my foreign currency exposure? ▶

Who can help me finance my foreign receivables? ▶

AND MANAGE THE RISKS?

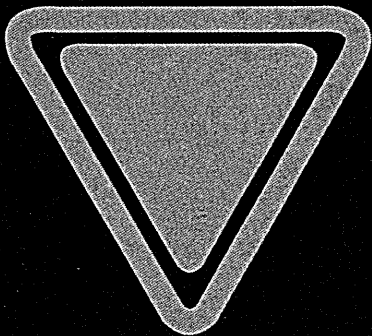
Who can provide assistance when I have to issue a bond or a performance guarantee? ▶

- **DFAIT InfoCentre, Canada Business Service Centres across the country and the Federal Business Development Bank**
- **Canadian Trade Commissioners abroad as referred by International Trade Centres across Canada**
- **International Trade Centres across Canada**
- **DFAIT InfoCentre and International Trade Centres across Canada**
- **Canadian Trade Commissioners abroad as referred by International Trade Centres across Canada**

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- **DFAIT InfoCentre and International Trade Centres across Canada**
 - **International Trade Centres across Canada**

- **Your financial institution and the Export Development Corporation**
- **the Canadian Commercial Corporation**
- **International Trade Centres across Canada**
- **Canadian Trade Commissioners abroad as referred by International Trade Centres across Canada, and your financial institution**
- **Your financial institution and Canadian Trade Commissioners abroad as referred by International Trade Centres across Canada**

-
- **Your financial institution**
 - **Your financial institution and the Federal Business Development Bank**
 - **Your financial institution and the Export Development Corporation**
 - **the Export Development Corporation**
 - **Your financial institution**
 - **Your financial institution and the Federal Business Development Bank with Export Development Corporation insurance**
 - **Your financial institution and the Export Development Corporation**



COMMON PITFALLS I SHOULD AVOID

- Treating international sales like domestic sales
- Underestimating the time and resources required to close an international deal
- Quoting your price in the wrong currency
- Omitting duties and taxes, and other key costs such as transportation and insurance, from your export pricing
- Failing to consult with your financial institution and the Export Development Corporation before commencing your commercial negotiations

Financial Institutions

ABN-AMRO Bank Canada
416-367-0850

Banca Nazionale del Lavoro of Canada
905-850-2425

Bank of America Canada
416-863-5400

Bank of Montreal
416-867-7129

Banque Nationale de Paris (Canada)
514-285-6000

Barclays Bank of Canada
416-359-8029

CIBC
CIBC Trade Finance
1-800-268-6331

Citibank Canada
416-947-5500

Hongkong Bank of Canada
416-868-8000

Le Mouvement des Caisses Desjardins
1-800-508-2874

National Bank of Canada
1-800-269-1350

National Westminster Bank of Canada
416-865-0170

Royal Bank of Canada
1-800-263-9191

Standard Chartered Bank of Canada
416-363-8521

The Bank of Nova Scotia
"Contact the bank's local trade services unit"

Toronto Dominion Bank
International Help Line
1-800-561-7111

You may wish to contact other banks/financial institutions not listed above regarding their export financing services

Department of Foreign Affairs and International Trade (DFAIT)

The Department of Foreign Affairs and International Trade (DFAIT) is the leading federal department responsible for Canada's international trade and export development. The InfoCentre is the Department's information, reference and consultation service for Canadian exporters and companies interested in international markets. Information officers can advise you on the full range of DFAIT's publications, programs and services. They can also direct you to appropriate sources in other federal departments and agencies. Canadian Trade Commissioners, located in the commercial divisions of our embassies abroad, are officers of DFAIT.

▼ InfoCentre (Ottawa)

*Department of Foreign Affairs and International Trade
1-800-267-8376*

Tel: (613) 944-4000

Fax: (613) 996-9709

FaxLink: (613) 944-4500

International Trade Centres (ITCs)

International Trade Centres (ITCs) located across the country help new and experienced Canadian exporters take advantage of export markets. ITC officers perform a wide range of trade-related services, and provide market information and intelligence, one-on-one export counselling, and a link with Canadian Trade Commissioners abroad.

▼ Vancouver (British Columbia and Yukon)

Tel: (604) 666-0434

Fax: (604) 666-8330

Edmonton (Alberta and Northwest Territories)

Tel: (403) 495-2944

Fax: (403) 495-4507

Calgary (Alberta)

Tel: (403) 292-6660

Fax: (403) 292-4578

Saskatoon (Saskatchewan)

Tel: (306) 975-5315

Fax: (306) 975-5334

Winnipeg (Manitoba)

Tel: (204) 983-6531

Fax: (204) 983-2187

Toronto (Ontario)
Tel: (416) 973-5053
Fax: (416) 973-8161

Montréal (Quebec)
1-800-322-4636
Tel: (514) 496-4636
Fax: (514) 283-8794

Moncton (New Brunswick)
Tel: (506) 851-6452
Fax: (506) 851-6429

Halifax (Nova Scotia)
Tel: (902) 426-7540
Fax: (902) 426-2624

Charlottetown (Prince Edward Island)
Tel: (902) 566-7400
Fax: (902) 566-7450

St. John's (Newfoundland)
Tel: (709) 772-5511
Fax: (709) 772-2373

Canada Business Service Centres (CBSCs)

A network of Canada Business Service Centres (CBSCs) has been established across the country to provide new and existing businesses with a single point of contact for queries about federal or provincial government programs and services. By providing information on a wide array of business needs, CBSCs act as a resource for companies by either directly responding to their questions or by identifying where to go in the public and private sectors for answers.

↓
Canada/British Columbia Business Service Centre
(Vancouver)
1-800-667-2272
Tel: (604) 775-5525
Fax: (604) 775-5520
FaxBack: (604) 775-5515

Canada Business Service Centre (Edmonton)
1-800-563-9926
Tel: (403) 495-6800
Fax: (403) 495-7725

Canada/Saskatchewan Business Service Centre (Saskatoon)

1-800-667-4374

Tel: (306) 956-2323

Fax: (306) 975-2328

FaxBack: (306) 956-2310

FaxBack: 1-800-667-9433

Canada Business Service Centre (Winnipeg)

1-800-665-2019

Tel: (204) 984-2272

Fax: (204) 983-2197

FaxBack: (204) 984-5527

FaxBack: 1-800-665-9386

Canada/Ontario Business Service Centre (Toronto)

1-800-567-2345

Tel: (416) 954-4636

Fax: (416) 954-8597

FaxBack: (416) 954-8555

(Scheduled for opening in Fall, 1994)

Info Entrepreneurs (Montréal)

1-800-322-4636

Tel: (514) 496-4636

Fax: (514) 496-5934

Info-Fax: (514) 496-4010

Info-Fax: 1-800-322-4010

Canada/New Brunswick Business Service Centre (Fredericton)

1-800-668-1010

Tel: (506) 444-6140

Fax: (506) 444-6172

FaxBack: (506) 444-6169

*Canada/Prince Edward Island Business Service Centre
(Charlottetown)*

1-800-668-1010

Tel: (902) 368-0771

Fax: (902) 566-7098

FaxBack: (902) 566-7098

FaxBack: 1-800-401-3201

Canada/Nova Scotia Business Service Centre (Halifax)

1-800-668-1010

Tel: (902) 426-8604

Fax: (902) 426-6530

FaxBack: (902) 426-3201

FaxBack: 1-800-401-3201

Canada Business Service Centre (St. John's)

1-800-668-1010

Tel: (709) 772-6022

Fax: (709) 772-6090

FaxBack: (709) 772-6030

Export Development Corporation (EDC)

The Export Development Corporation (EDC) is a financial services corporation. EDC provides risk management services including insurance, financing and guarantees to support exporters and their global customers. EDC's programs fall into four major categories: export credits insurance, performance-related guarantees and insurance, foreign investment insurance, and export financing for foreign buyers of Canadian goods and services.

Vancouver (British Columbia and Yukon Regional Office)

Tel: (604) 666-6234

Fax: (604) 666-7550

Calgary (Alberta and Northwest Territories District Office)

Tel: (403) 292-6898

Fax: (403) 292-6902

Winnipeg (Manitoba and Saskatchewan District Office)

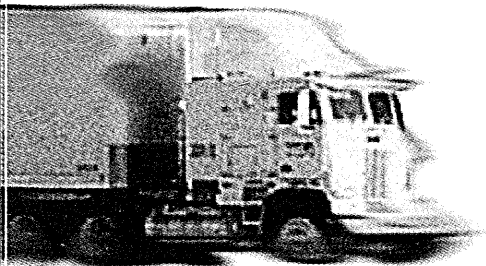
Tel: (204) 983-5114

Fax: (204) 983-2187

Toronto (Ontario Regional Office)

Tel: (416) 973-6211

Fax: (416) 862-1267



London (District Office)

Tel: (519) 645-5828

Fax: (519) 645-5580

Ottawa (District Office)

Tel: (613) 598-2992

Fax: (613) 598-3098

Montréal (Quebec Regional Office)

Tel: (514) 283-3013

Fax: (514) 878-9891

Halifax (Atlantic Regional Office)

Tel: (902) 429-0426

Fax: (902) 423-0881

Federal Business Development Bank (FBDB)

As a Crown Corporation, the Federal Business Development Bank (FBDB) promotes the creation and development of small and medium sized enterprises through specialized financing for commercially-viable businesses. FBDB can provide term loans, venture loans and venture capital, as well as a wide range of planning, counselling, and training services to assist in exporting.

Vancouver (British Columbia and Yukon Regional Office)

Tel: (604) 666-7800

Fax: (604) 666-5872

Winnipeg (Prairie and Northern Regional Office)

Tel: (204) 983-7811

Fax: (204) 983-8522

Toronto (Ontario Regional Office)

Tel: (416) 973-1144

Fax: (416) 973-0032

Montréal (Quebec Regional Office)

Tel: (514) 283-3657

Fax: (514) 283-5626

Halifax (Atlantic Regional Office)

Tel: (902) 426-7860

Fax: (902) 426-9033

Canadian Commercial Corporation (CCC)

The Canadian Commercial Corporation (CCC) offers exporters a wide range of services designed to help them conclude sales, particularly to foreign governments and international agencies. CCC's participation assures contract performance to a foreign customer, enhancing the Canadian exporter's chances of securing a contract on advantageous terms.

↓
Ottawa Office

Tel: (613) 996-0034

Fax: (613) 995-2121

Forum for International Trade Training (FITT Inc.)

The Forum for International Trade Training (FITT Inc.) provides training using a series of integrated courses designed for business, especially small and medium-sized firms. FITT's partners include key Canadian businesses and trade organizations with national and international trade expertise. FITT programs are particularly focused on assisting exporters and traders assess their export readiness, develop international business plans, and formulate financing and marketing plans.

↓
Ottawa Office

1-800-561-FITT (3488)

Tel: (613) 230-3553

Fax: (613) 230-6808

Canadian Exporters' Association (CEA)

The Canadian Exporters' Association (CEA) serves its members and the Canadian export community by providing export information, advice, support and education. The CEA also provides opportunities for networking at CEA conventions, seminars and workshops, and advocates on behalf of the export community.

↓
Ottawa Office

Tel: (613) 238-8888

Fax: (613) 563-9218

TOP TEN EXPORT PROGRAMS

- 1. EXPORT FINANCE:** EDC, FBDB, CIDA
- 2. EXPORT INSURANCE:** EDC
- 3. EXPORT TRAINING:** FITT™ INC., FBDB
- 4. GOVERNMENT-TO-GOVERNMENT CONTRACTS:** CCC
- 5. MARKET INFORMATION SERVICES:** DFAIT INFOCENTRE, FAXLINK, INFOCENTRE BULLETIN BOARD, CANAEXPORT
- 6. NEW EXPORTER PROGRAMS:** NEXOS, NEBS, NEWMEX PLUS
- 7. PROGRAM FOR EXPORT MARKET DEVELOPMENT**
- 8. SOURCING & PROCUREMENT:** WIN EXPORTS, MULTILATERAL DEVELOPMENT BANKS
- 9. TRADE COMMISSIONER SERVICE**
- 10. TRADE FAIRS & MISSIONS**

EXPORT FINANCE

EDC

Export Development Corporation (EDC), is a financial services corporation.

EDC provides risk management services, including insurance, financing and guarantees, to support exporters and their global customers.

EDC can provide medium to long term financing to foreign buyers of Canadian goods and services. For most capital goods and services, EDC will generally finance up to 85 percent of the Canadian supply in an export transaction.

Some of the EDC financing advantages to the exporter include the following:

- ability to offer the foreign buyer a complete sales package
- ability to meet foreign financial competition
- ability to offer a source of financing to foreign customers.

For additional information on EDC's programs and services contact the nearest EDC regional office:

*Vancouver: Tel: (604) 666-6234,
Fax: (604) 666-7550
(British Columbia and Yukon)*

*Calgary: Tel: (403) 292-6898,
Fax: (403) 292-6902
(Alberta and Northwest Territories)*

*Winnipeg: Tel: (204) 983-5114,
Fax: (204)983-2187
(Manitoba and Saskatchewan)*

*Toronto: Tel: (416) 973-6211,
Fax: (416) 862-1267
(Ontario)*

*London: Tel: (519) 645-5828,
Fax: (519) 645-5580
(District Office)*

*Ottawa: Tel: (613) 598-2992,
Fax: (613) 598-3098
(District Office)*

*Montreal: Tel: (514) 283-3013,
Fax: (514) 878-9891
(Quebec)*

*Halifax: Tel: (902) 429-0426,
Fax: (902) 423-0881
(Atlantic)*

FEDERAL BUSINESS DEVELOPMENT BANK

As a Crown Corporation, the Federal Business Development Bank (FBDB) promotes the creation and development of small and medium sized enterprises through specialized financing for commercially viable businesses. FBDB can provide term loans, venture loans and venture capital, as well as a wide range of planning, counselling, and training services to assist in exporting.

FBDB can help small and medium-sized companies in a position to expand through exporting. FBDB offers cash flow term loans for a variety of growth-related projects including: undertaking new marketing initiatives, modifying or expanding product lines, and financing increased inventory and accounts receivables. Businesses must demonstrate proven management capabilities and show good growth prospects over the medium to long term. FBDB financing complements services available from other financial institutions.

For further information on FBDB services please contact:

Federal Business Development Bank

tel: 1-800-361-2126

CANADIAN INTERNATIONAL DEVELOPMENT AGENCY

The Canadian International Development Agency (CIDA) provides most of Canada's international development assistance to countries where aid is required.

In addition, CIDA's Industrial Co-operation Program (INC) offers financial incentives to Canadian firms seeking opportunities for investment, joint ventures and transfers of proven technology to designated markets. CIDA-INC can also provide financial assistance for project definition studies in developing countries.

To be eligible for CIDA-INC funding assistance the Canadian firm would be required to clearly demonstrate social, economic, and industrial benefits to both the host country as well as Canada. That is, a requirement exists to show how the host country would benefit from the project in areas such as new technology, job opportunities, business expansion, savings in foreign exchange etc. and how Canada would benefit by supplying equipment, components, services, etc.

Information on the CIDA-INC program is available from:

*Canadian International Development Agency
External Business Relations
200 Promenade du Portage
Hull, Québec
K1A 0G4
Tel: (819) 997-7775
Fax: (819) 953-9339*



Canada

EXPORT FINANCE

EDC

Export Development Corporation (EDC), is a financial services corporation.

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EDC can provide medium to long term financing to foreign buyers of Canadian goods and services. For most capital goods and services, EDC will generally finance up to 85 percent of the Canadian supply in an export transaction.

Some of the EDC financing advantages to the exporter include the following:

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- ability to meet foreign financial competition
- ability to offer a source of financing to foreign customers.

For additional information on EDC's programs and services contact the nearest EDC regional office:

*Vancouver: Tel: (604) 666-6234,
Fax: (604) 666-7550
(British Columbia and Yukon)*

*Calgary: Tel: (403) 292-6898,
Fax: (403) 292-6902
(Alberta and Northwest Territories)*

*Winnipeg: Tel: (204) 983-5114,
Fax: (204)983-2187
(Manitoba and Saskatchewan)*

*Toronto: Tel: (416) 973-6211,
Fax: (416) 862-1267
(Ontario)*

Performance Bonding

In many international transactions, particularly those involving capital equipment and projects – the foreign buyer may require an exporter to post bonds, guaranteeing the exporter's bid, performance or advances received from that buyer. EDC can provide Performance Security Insurance or Performance Security Guarantees and as well has certain types of surety assistance.

Foreign Investment Insurance

EDC's Foreign Investment Insurance protects a foreign investment against certain political risks, particularly, transfer of funds, expropriation, war, revolution and insurrection.

For additional information on EDC's programs and services contact the nearest EDC regional office:

- Vancouver: Tel: (604) 666-6234,
Fax: (604) 666-7550
(British Columbia and Yukon)*
- Calgary: Tel: (403) 292-6898,
Fax: (403) 292-6902
(Alberta and Northwest Territories)*
- Winnipeg: Tel: (204) 983-5114,
Fax: (204) 983-2187
(Manitoba and Saskatchewan)*
- Toronto: Tel: (416) 973-6211,
Fax: (416) 862-1267
(Ontario)*
- London: Tel: (519) 645-5828,
Fax: (519) 645-5580
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- Ottawa: Tel: (613) 598-2992,
Fax: (613) 598-3098
(District Office)*
- Montreal: Tel: (514) 283-3013,
Fax: (514) 878-9891
(Quebec)*
- Halifax: Tel: (902) 429-0426,
Fax: (902) 423-0881
(Atlantic)*


EXPORT TRAINING

FORUM FOR INTERNATIONAL TRADE TRAINING INC.

In 1992 the Canadian private sector, along with the complete support of both the provincial and federal governments launched a plan of action; to provide and develop Canadians, and Canadian businesses with the training and business skills necessary to penetrate, and compete within the international market. The final result of this pioneering action plan was The Forum for International Trade Training Inc. (FITT™). FITT's purpose is to expand opportunities for Canadian businesses by providing practical 'hands on' international business skills training that will enhance competitive advantage and our ongoing profitable commercial success in the global environment. This can be achieved by raising the awareness of Canadians, and establishing national professional training and standards in international business.

FITT represents a diverse alliance of Canada's business and labour communities. To understand the scope of this initiative, it is important to note that over 300,000 Canadian businesses coast to coast are represented by FITT's founding members.

FITT training is available in three different formats. The first is FITTSkills, which is a comprehensive package of courses consisting of eight distinct modules. Each module targets the essential tools of international business such as: entrepreneurship, marketing, trade finance, logistics, market entry, research, law and management. The eight FITTSkills diploma courses are now being offered across Canada through 20 community colleges, CEGEPS, and university extension departments.



The second format is GeoFITT, which consists of intensive 2 day workshops and focuses on the mechanics of specific national and regional markets. GeoFITT offers the specialized 'know how' essential in doing business abroad, and focuses on the specific country in which a client intends to conduct trade.

The third format is CustomFITT, which can be presented in a wide variety of different customized packages. These custom packages, known as SectorFITT programs, can be designed to meet the specialized needs of your business.

The comprehensive and current FITT knowledge base, consisting of over 120 international topics, is used to make custom packages that are assembled to provide anything from a broad overview of international trade, to a concentrated look at specific industry needs. In addition, the entire FITT knowledge base is also available on a computer network to the many FITT partners across Canada. The information, available in both French and English, is delivered on a user-friendly "WINDOWS" operating platform.

For additional information, on any of the FITT programs, please contact:

FITT Inc.

155 Queen Street, 6th Floor

Heritage Place

Ottawa, Ontario

K1P 6L1

1-800-561-FITT (3488)

Tel: (613) 230-3553

Fax: (613) 230-6808

FEDERAL BUSINESS DEVELOPMENT BANK

As a Crown Corporation, the Federal Business Development Bank (FBDB) promotes the creation and development of small and medium sized enterprises through specialized financing for commercially viable businesses. FBDB can provide term loans, venture loans and venture capital, as well as a wide range of planning, counselling, and training services to assist in exporting.

FBDB's New Exporter's Program can help small and medium-sized businesses capitalize on export opportunities through its New Exporter's Program. Generally a year long, the program helps entrepreneurs to understand export procedures and develop their own exporting plans. Participants attend monthly workshops and receive one-on-one counselling to help them apply the theory in their own operations. They may also travel to the United States to familiarize themselves with export procedures and to make business contacts in that country. This program is offered in selected locations across the country.

For further information on the New Exporter's Program, please contact:

Federal Business Development Bank

Tel: 1-800-361-2126



Canada

GOVERNMENT- TO-GOVERNMENT CONTRACTS


CANADIAN COMMERCIAL CORPORATION

Canadian Commercial Corporation (CCC), a Crown corporation, provides Canadian exporters with valuable assistance when they are selling to any foreign government, or an international organization. In such sales CCC acts as a prime contractor and guarantor for the sale of Canadian goods and services to the foreign customer.

CCC certifies the Canadian exporter's financial and technical capabilities and guarantees to the foreign buyer that the terms and conditions of the contract will be met. CCC's participation in a sale provides a Canadian supplier with the tangible backing of their own government, enhancing their credibility and competitiveness in the eyes of foreign customers, and can often lead to the negotiation of more advantageous contract and payment terms.

CCC provides a range of useful tools to provide access to specialized markets such as the U.S. Department of Defense, and can also assist exporters in transactions with foreign private sector buyers.

CCC's services are of particular benefit to Canadian small and medium sized enterprises (SME's), many of whom are less known internationally. Last year some 70 per cent of CCC suppliers were SME's.



Please direct enquiries to:

Canadian Commercial Corporation

50 O'Connor St., 11th Floor,

Ottawa, Ontario

K1A 0S6

Tel: (613) 996-0034

Telex: 053-4359

Fax: (613) 995-2121

MARKET INFORMATION SERVICES

DFAIT INFOCENTRE

The Department of Foreign Affairs and International Trade (DFAIT) is the leading federal department responsible for Canada's international trade and export development.

The DFAIT InfoCentre is the Department's public information resource centre and acts as a public relations window to the outside world through the provision of information, referral and publications services.

Traditionally trade-oriented, the InfoCentre also satisfies general and foreign policy enquiries.

Staff can advise an exporter on the full range of DFAIT's trade publications, programs and services.

Exporters can also access certain information on international markets, export opportunities and export programs by two electronic links, the FaxLink service, and the InfoCentre Bulletin Board.

FAXLINK

FaxLink is a faxback information service operated by the InfoCentre. The system stores a wide variety of trade and foreign policy-related documents and publications, and makes them accessible to the public automatically by fax. This system is easy to use, convenient, and accessible on a 24-hours-a-day, 7 days-a-week basis.

INFOCENTRE BULLETIN BOARD (IBB)

The IBB is an electronic bulletin board data bank which can be accessed from a personal computer by dialling-in through or via a modem. Exporters without access to personal computers and modems can retrieve information from the IBB through a local information provider such as a library or at the InfoCentre in Ottawa.

Available information on the IBB includes geographic and sectoral market information, export opportunities, Federal Government export programs as well as information on trade finance programs available from a number of private sector financial institutions.

CANADEXPORT

CanadExport is DFAIT's twice monthly newsletter keeping Canadian exporters informed about key trade matters. Regular features include information on international market opportunities, upcoming events such as trade fairs, official trade visits, and conferences, developments affecting the international trading environment and government programs and services to assist exporters.

For further information on FaxLink, InfoCentre Bulletin Board, or CanadExport, please contact:

Department of Foreign Affairs and International Trade

InfoCentre: 1-800-267-8376,
Ottawa: Tel: (613) 944-4000,
Fax: (613) 996-9709
FaxLink: (613) 944-4500,
IBB: (613) 944-1581
1-800-628-1581

To reach the offices of CanadExport directly please contact:

Ottawa: Tel: (613) 996-2225,
Fax: (613) 992-5791.

NEW EXPORTER PROGRAMS

The New Exporters to Overseas (NEXOS) and New Exporters to Border States (NEBS) programs are targeted at Canadian companies that have not previously exported but that are "export-ready".

NEXOS

The NEXOS program helps exporters new to Western Europe gain familiarity with the market by participating in a trade mission. Each NEXOS mission focusses on a specific industry sector in a specific market and normally includes a visit to a major sectoral trade fair. In addition, a NEXOS mission will provide information on the exporter's target markets with emphasis on such areas as customs procedures, market access, shipping, labelling, distribution channels, and currency regulations. The exporter also receives a thorough briefing on how to find an agent, distributor, or associate. The program normally provides a transportation and accommodation package, and pays for common ground transportation.

NEBS

Canadian companies interested in exporting, but not already exporting their products, travel to the U.S., for a one or two-day "walk-through" course on the entire process of exporting. The program is organized by Canadian Consulates in the northern United States. Missions are either sector specific or multi-sector. 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 to follow-up meetings with manufacturer's representatives and potential U.S. buyers. The program pays return transportation costs. Participants cover their accommodation and discretionary expenditures.

NEWMEX PLUS

Prepare for Success In Mexico!

NEWMEX Plus is an export development program designed to help Canadian companies take full advantage of emerging new business opportunities created by the North American Free Trade Agreement.

NEWMEX Plus is a joint venture between the Department of Foreign Affairs and International Trade Canada and the Forum for International Trade Training (FITT™ Inc.). Designed specifically for senior executives and marketing managers in small-to-medium sized companies, NEWMEX Plus combines an intensive two-day export preparation program in Phase 1, with a practical five-day mission to Mexico in Phase 2.

Phase 1, the NEWMEX Preparation Program, is a comprehensive two-day program that provides participants with an overview of Mexican markets, business practices, cultural differences and business opportunities. Participants receive tips and guidelines for negotiating with Mexican partners and a step-by-step process for developing their own business action plan for exporting to Mexico.

Phase 2 of the program takes participants on a five-day, fully escorted and government-sponsored trade mission to Mexico that is customized to the needs of participating companies. In addition to learning how to deal with key issues such as foreign banking, shipping, customs and import regulations, packaging and labelling, participants will meet with high-level industry contacts, policy decision makers and prospective trade partners through a series of pre-arranged meetings.

For more information on NEWMEX Plus contact FITT Inc. at 1-800-561-3488 or:

For further information on NEXOS or NEBS, or NEWMEX Plus please contact:

InfoCentre (Ottawa)

Department of Foreign Affairs and International Trade

1-800-267-8376

Tel: (613) 944-4000

Fax: (613) 996-9709

FaxLink: (613) 944-4500

International Trade Centres (ITCs)

Vancouver (British Columbia and Yukon)

Tel: (604) 666-0434

Fax: (604) 666-8330

Edmonton (Alberta and Northwest Territories)

Tel: (403) 495-2944

Fax: (403) 495-4507

Calgary (Alberta)

Tel: (403) 292-6660

Fax: (403) 292-4578

Saskatoon (Saskatchewan)


Tel: (306) 975-5315

Fax: (306) 975-5334

Winnipeg (Manitoba)

Tel: (204) 983-6531

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Toronto (Ontario)

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Fax: (902) 426-2624

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PROGRAM FOR EXPORT MARKET DEVELOPMENT

The Program for Export Market Development (PEMD) is the government's primary international business development program. The program provides conditionally repayable assistance towards costs incurred by an exporting company in the implementation of its international marketing plan.

The principal element of the program, Market Development Strategies (MDS), provides assistance on the basis of a company's market-targeted, multi-activity, one year international marketing plan. MDS recognizes the need for longer market planning horizons in an increasingly competitive international marketplace. Accordingly, instead of individual approval of projects as in the past, MDS will now give prior approval for a package of support for visits, trade fairs, and other activities under the umbrella of a company's one year marketing plan. New eligible activity costs, which are shared on a 50/50 basis, include product testing for market certification, legal fees for marketing agreements abroad, transportation costs for off-shore company trainees, product demonstration costs and other costs necessary to execute the marketing plan.

The PEMD contribution is a minimum of \$5,000 and a maximum of \$35,000. Preference is given to companies with annual sales greater than \$250,000 and less than \$50 million.

The contribution is repayable over 4 years based on 4% of a company's incremental export sales in the target market.

Contributions under the Small or New to Exporting Companies and Capital Projects Bidding elements (described below) are similarly repayable.

The MDS element of PEMD (and the Small and New to Exporting Companies element) is delivered by DFAIT's International Trade Centres across Canada. Further information on the program and application forms are available to such companies for either a market identification visit or participation at an international trade fair.

The Capital Projects Bidding element is designed to assist Canadian engineering, construction, architecture and management consulting firms in bidding or proposal preparation, against international competition, for major capital projects outside Canada. The bid value to the applicant must be greater than \$1.0 million and the PEMD contribution is a minimum of \$25,000 and a maximum of \$250,000. Preference is given to companies with annual sales greater than \$1.0 million. Applications for assistance should be forwarded to the Department of Foreign Affairs and International Trade in Ottawa.

InfoCentre (Ottawa)

Department of Foreign Affairs and International Trade

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Canada

SOURCING AND PROCUREMENT

WIN EXPORTS

The World Information Network for Exports, WIN Exports, is a computer database of Canadian exporters and their capabilities. The system can only be accessed by Foreign Affairs and International Trade Canada and other federal trade officials.

Foreign buyers frequently ask Canadian Trade Commissioners to recommend Canadian suppliers for foreign sourcing needs. Over 140,000 such requests are received annually. The Trade Commissioners use the WIN Export database to match Canadian sources to these foreign purchase requirements. In addition, WIN Exports is used to identify Canadian exporters for participation in trade shows. Also, market intelligence can be forwarded to exporting firms on the basis of their corporate profiles contained in the WIN Exports database.

When registering for the WIN Exports database, a company will be asked for information on its exporting activities including a description of exported products and services, export experience and foreign market targets as well as a company marketing profile.

To register, contact the International Trade Centre nearest you, or Infocentre and ask for a WIN Exports registration brochure.

InfoCentre (Ottawa)

Department of Foreign Affairs and International Trade

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MULTILATERAL DEVELOPMENT BANKS

Canada is a donor member of a number of multilateral institutions which finance physical and social infrastructure projects throughout the developing world. The World Bank Group, based in Washington D.C. is the largest of these institutions. Others include the Asian Development Bank (Manila), European Bank for Reconstruction and Development (London), Inter-American Development Bank (Washington), Caribbean Development Bank (Barbados), and African Development Bank (Abidjan). Their activities generate substantial procurement opportunities for Canadian suppliers of goods and services, which are normally awarded on the basis of international competitive bidding.

Interested firms with relevant expertise are encouraged to seek the assistance of the commercial divisions of Canadian embassies or high commissions in specific borrowing countries for their assistance with marketing initiatives. As well, the Canadian Embassies in Washington, Manila and Abidjan, and the Canadian High Commission in Barbados include specialist staff who provide support and commercial counselling that is focused on the institutions headquartered in these cities.

Consultants should register with those institutions that are of interest to them.



*Further information on procurement opportunities
with the multilateral development banks is
available from:*

*International Finance Division (TPF)
Department of Foreign Affairs and
International Trade Canada*

125 Sussex Drive

Ottawa, Ontario

K1A 0G2

Tel: (613) 995-7251

Fax: (613) 943-1100

TRADE COMMISSIONER SERVICE

The Trade Commissioner Service (TCS) helps Canadian firms explore and exploit international market opportunities by:

- providing individual counselling, market information and intelligence;
- facilitating access to contacts worldwide through the TCS network;
- promoting Canadian trade interests in the international marketplace.

Specifically, trade officers link Canadian exporters with foreign buyers; manage and arrange trade shows and work to resolve market access issues. Trade officers can also advise an exporter on many export-related issues such as potential barriers to sales, normal distribution channels, buying practices in the target market, and social, cultural, business, market and political factors affecting sales. For Canadian exporters, these various services can result in improved sales.

Trade officers are located abroad in 128 offices as well as in 10 International Trade Centres (ITCs) across Canada and at the Department of Foreign Affairs and International Trade (DFAIT) in Ottawa.

An exporter is advised to consult with a trade officer at the nearest ITC, to begin the home desk-work of an export initiative.

To contact a trade officer call:

International Trade Centres (ITCs)

Vancouver (British Columbia and Yukon)

Tel: (604) 666-0434

Fax: (604) 666-8330

Edmonton (Alberta and Northwest Territories)

Tel: (403) 495-2944

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TRADE FAIRS AND MISSIONS

The Department of Foreign Affairs and International Trade (DFAIT) sponsors and organizes both trade fairs and trade missions. Market information, financial assistance and assistance with the logistical details associated with participating in these events are provided by DFAIT thus freeing a company to concentrate on its marketing efforts.

OUTGOING TRADE MISSIONS

Outgoing trade missions are visits by selected Canadian firms to a target foreign market. They provide an opportunity for new-to-market companies to obtain current information and intelligence in preparation for market entry. Participants gain exposure and establish key contacts in the target market enabling them to make informed decisions upon which they can build their export marketing plans.

INCOMING TRADE MISSIONS

Incoming trade missions are visits to Canada by foreign buyers/investors, designed to increase the visitors' knowledge of Canada as a potential source of supply, a place of investment or to arrange a joint venture. They enable Canadian companies, included in the itinerary, to promote their goods/services to the visitors and develop important business contacts.

TRADE FAIRS

Trade fairs abroad provide exporters interested or newly established in the target market, with an opportunity to promote their products and services, identify potential sales opportunities, develop valuable business contacts and/or locate agents and distributors.

Trade fairs also enable participants to assess competition from other suppliers and gather other market intelligence which will assist them to penetrate the market.

To find out more about upcoming trade fairs and missions, please contact one of the International Trade Centres listed below:

International Trade Centres (ITCs)

Vancouver (British Columbia and Yukon)

Tel: (604) 666-0434

Fax: (604) 666-8330

Edmonton (Alberta and Northwest Territories)

Tel: (403) 495-2944

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