

The Canadian Trade Commissioner Service

Everywhere you do business



From the Prairies and the North to the rest
of the world: Services to help Canadians in
the international marketplace

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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.

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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.

"Working with the TCS you get results, you get where you want to go. Trade Commissioners are there to help and always get back to you with the answers you need."

ROB DENOMME, GENUWINE, WINNIPEG, MANITOBA

"Having the recognition and support of the Canadian government immediately gave us the credibility we needed to open up lines of dialogue in these markets."

MIKE CRAWFORD, SAGE ENERGY, CALGARY, ALBERTA

"Canada is recognized globally as a strong trade partner. The assistance of the Trade Commissioner Service has opened opportunities for IDC's business in many countries where we had no existing business partners."

TOM BOON, IMAGING DYNAMICS COMPANY (IDC), CALGARY, ALBERTA

"The services offered by the TCS are invaluable. The Trade Commissioners listen, ask you what you need, and then do their best to help you achieve that."

TERRY STOTT, SHEC LABS, SASKATOON, SASKATCHEWAN



A Genuwine success story

When Genuwine Cellars, a manufacturer of custom-made wine cellars located in Winnipeg, saw a steady increase in Canadian sales over the years, it decided it was time to target the U.S. market.

“We wanted to take our company to the next level but didn’t have the expertise or know-how. We knew we needed professional assistance so we contacted the TCS.”

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.

"The first service the TCS helped us with was finding out how to prepare for entering a new market: how to target our market abroad and create brand awareness."

Today Genuwine is a multi-million-dollar company, with 65% of its business originating from the United States. As Genuwine continues to enter new markets in Europe with the help of the TCS, its revenues continue to grow.

"We're experiencing extreme growth! We're at 330%-350% this year. I would attribute a lot of our success to the TCS."



Taking the guess work
out of international business

When Sage Energy, a manufacturer of natural gas compressors and generators, decided to expand its market beyond Western Canada, it knew it couldn't afford any missteps.

"For a company our size, a couple of shots in the dark could put us out several million dollars."

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.

What the Calgary-based firm needed was an expert assessment of markets suited to its offering. By turning to the TCS for help, Sage Energy was not only put into contact with Trade Commissioners around the world, but it also received in-depth recommendations on opportunities to explore. After zeroing in on a particular market, it took advantage of TCS research on companies that would make ideal business partners.

Thanks to the TCS' guidance, Sage Energy is now actively engaging the Russian, Indonesian and Australian markets.



The right contact is only a recommendation away

“We compiled a list of contacts and did a lot of cold calling. We received plenty of interest but a lot of it was a ‘wait and see’ sort of attitude.”

This was the dilemma that SHEC Labs and a lot of other Canadian companies have faced when trying to find qualified contacts in new markets. The green technology company of Saskatoon wanted to expand its operations to new markets such as the United States, but found it difficult to obtain good leads on its own.

The TCS helped SHEC position itself as a potential participant in the Rice Alliance Energy and Clean Technology Venture Forum in Houston, Texas. SHEC was selected to participate in the event, which resulted in the company forming alliances with several organizations, such as the University of Lamar and the City of Beaumont.

“The expertise of the TCS got us quality interviews with a few contacts instead of a mass of interviews with just any institutions. With the TCS we can eliminate contacts that really have no interest in our type of technology and focus on those that do.”

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.

A photograph of a man in a yellow checkered shirt and a red tie with a small pattern, smiling broadly with his hands behind his head. He is in an office environment with other people blurred in the background. The scene is brightly lit, possibly from large windows. The overall mood is positive and professional.

You won't know if you don't try

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.

"There is no universal law to exporting. Every country has different customs and rules and this can be a challenge."

Unawareness of the particularities of the Cuban market was an issue for Imaging Dynamics Company (IDC) as it sought to pursue business development in that country. The medical technology supplier from Calgary had learned about an opportunity to provide equipment for digital x-ray rooms, but was uncertain how to enter the bidding process.

IDC contacted the Trade Commissioner Service to see if there was anything it could do.

"We felt we had the best product to offer, but didn't have access to decisionmakers. We contacted our Trade Commissioner and she put us in contact with someone in Cuba. That person called the next day to invite IDC to bid on the contract. Now we know there are two ways to do international business: by trial and error or with the expertise of 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.

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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 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

1-888-306-9991

Saskatoon, Saskatchewan

7th Floor, Princeton Tower

123-2nd Avenue South

Saskatoon, Saskatchewan S7K 7E6

Tel: 306-975-5315

Email: ssktn@international.gc.ca

Regina, Saskatchewan

600-1801 Hamilton Street

Regina, Saskatchewan S4P 2C7

Tel: 306-780-5264

Email: rgina@international.gc.ca

Winnipeg, Manitoba

4th Floor, 400 St. Mary Avenue

Winnipeg, Manitoba R3C 4K5

Tel: 204-983-8595

Email: wnnpg@international.gc.ca

Edmonton, Alberta

(also responsible for Nunavut
and Northwest Territories)

Suite 725, Canada Place

9700 Jasper Ave.

Edmonton, Alberta T5J 4C3

Tel: 780-495-2944

Email: edmtn@international.gc.ca

Calgary, Alberta

300, 639-5th Avenue S.W.

Calgary, Alberta T2P 0M9

Tel: 403-292-4529

Email: clgry@international.gc.ca

