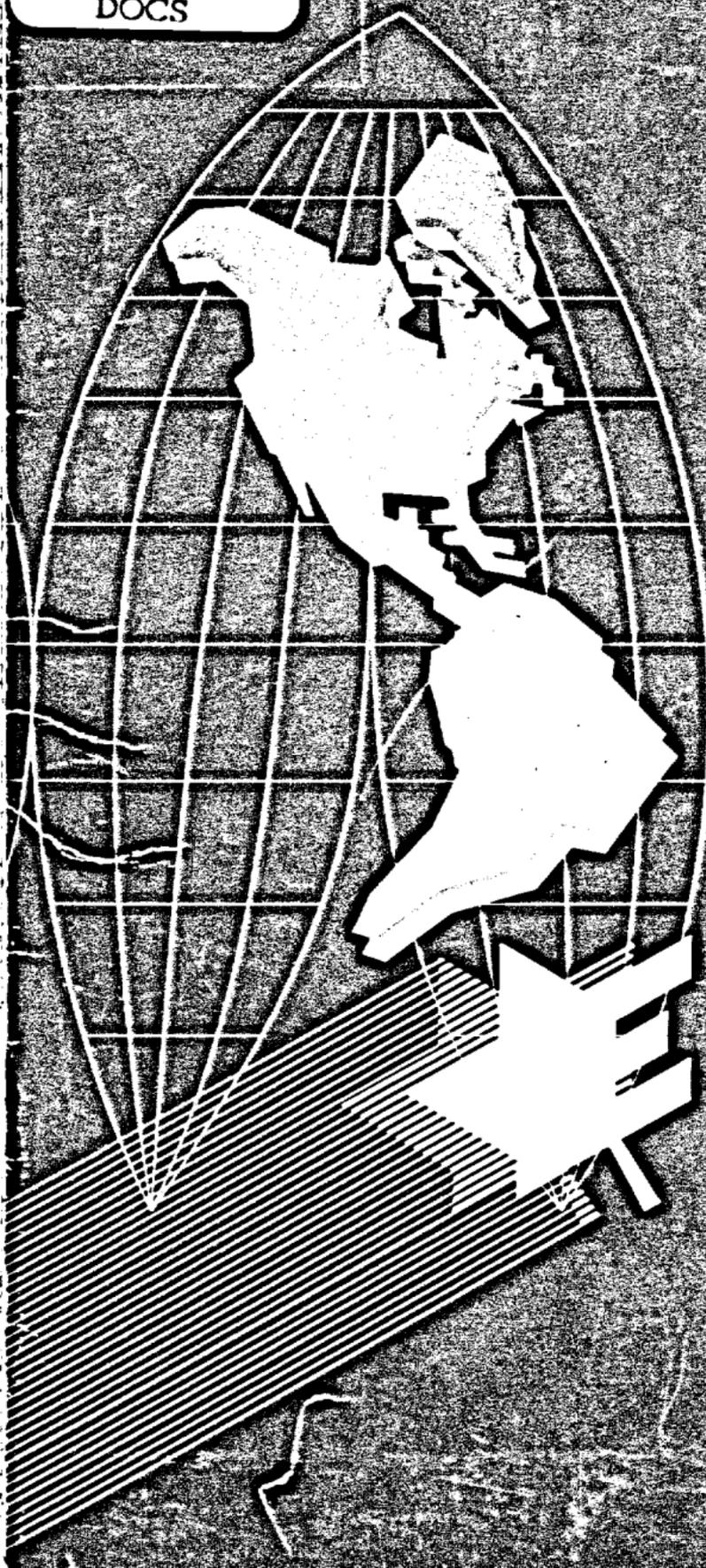


Trade Development Programs and Services

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External Affairs and
International Trade Canada

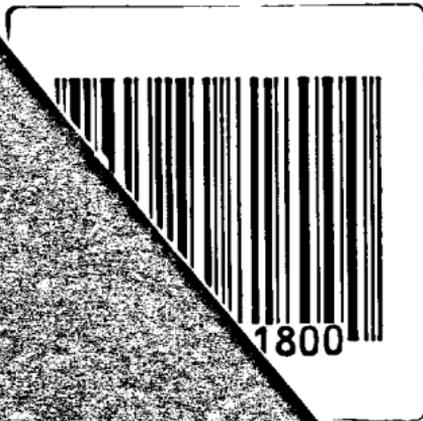
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Dept. of External Affairs
Min. des Affaires extérieures

MAY 30 1991

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BUILDING A STRONGER CANADA — TOGETHER

It is the drive, vision and skills of individual Canadians that have made this country one of the world's great trading nations.

Governments do not create that spirit, but they can help foster it. The federal government, in particular, plays a major role in helping to create and maintain an environment that allows private citizens to reach out into world markets and realize their productive potential. One example of federal government support is "Going Global" — a new trade development strategy which was announced by the Prime Minister in mid-October 1989 and which focusses on trade, investment and technology initiatives in three major world markets (the United States, the European Community and the Asia-Pacific region).

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

As 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. It also tells you how to find out about related programs and services offered by other federal departments.

Whether you are already active in export markets or are just getting started, I encourage you to take full advantage of the assistance my Department offers to help you expand your trade horizons. By realizing your full export potential, you bring benefits to Canada and all Canadians, and for that reason, we are committed to your success.

John C. Crosbie
Minister for International Trade

October, 1989



EXTERNAL AFFAIRS AND INTERNATIONAL TRADE CANADA (EAITC) TRADE DEVELOPMENT PROGRAMS AND SERVICES

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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)
- providing programs and services to Canadian companies to:
 - a) support their export marketing activities
 - b) help them obtain foreign investment and technology to improve their international competitiveness.

Info Export Hotline

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

For most beginning and many veteran exporters, Info Export is the best starting point for getting an up-to-date export overview.

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Staff can advise you on the full range of EAITC trade publications, programs and services. They can also tell you what's available through other federal departments and agencies. In short, Info Export gives you immediate answers to your export information questions or puts you quickly in touch with a trade expert who can.

Contact:

Info Export (BTCE)
External Affairs and International Trade Canada
125 Sussex Drive
Ottawa, Ontario
K1A 0G2
Toll-Free 1-800-267-8376
Ottawa Callers: 993-6435

Overview of Services

The department delivers its trade programs and services through 138 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. There are eleven centres in cities across Canada.
- 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 **sector 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 Abroad***

**(See Index)*

INTERNATIONAL TRADE CENTRES

International Trade Centres (ITC's) in eleven cities across Canada provide "one-stop" trade services to new and experienced Canadian exporters.

The centres are operated jointly by External Affairs and International Trade Canada and Industry, Science and Technology Canada. Experienced trade commissioners in the ITC's can:

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

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

Some ITC's include on-site staff from the Export Development Corporation and the Canadian International Development Agency. In addition, ITC's in some provinces can count on a network of sub-offices which deliver certain trade programs, such as PEMD.

Over ▷



Contacts:

VANCOUVER

INTERNATIONAL TRADE CENTRE
900-650 West Georgia Street
P.O. Box 11610
Vancouver, British Columbia
V6B 5H8
Telephone (604) 666-1444
Fax (604) 666-8330

Contact

Mr. Zen Burianyk
(604) 666-1438

EDMONTON

INTERNATIONAL TRADE CENTRE
Room 540
Canada Place
9700 Jasper Avenue
Edmonton, Alberta
T5J 4C3
Telephone (403) 495-2944
Fax (403) 495-4507

Contact

Mr. Bill Roberts
(403) 495-4415

CALGARY

INTERNATIONAL TRADE CENTRE
Suite 1100
510 — 5th Street S.W.
Calgary, Alberta
T2P 3S2
Telephone (403) 292-6660
Fax (403) 292-4578

Contact

Mr. Gerald Milot
(403) 292-4575

SASKATOON

INTERNATIONAL TRADE CENTRE
6th Floor
105 — 21st Street East
Saskatoon, Saskatchewan
S7K 0B3
Telephone (306) 975-5925
Fax (306) 975-5334

Contact

Mr. Al McEwen

(306) 975-4343

Mr. Ron McLeod

(306) 975-5318

WINNIPEG

INTERNATIONAL TRADE CENTRE

9th Floor, 330 Portage Avenue

P.O. Box 981

Winnipeg, Manitoba

R3C 2V2

Telephone (204) 983-8036

Fax (204) 983-2187

Contact

Mr. Al Lyons

(204) 983-2387

TORONTO

INTERNATIONAL TRADE CENTRE

Dominion Public Building

4th Floor

1 Front Street West

Toronto, Ontario

M5J 1A4

Telephone (416) 973-5053

Fax (416) 973-8161

Contact

Mr. Doug Sirrs

(416) 973-5049

Mr. Doug Paterson

(416) 973-5052

MONTREAL

INTERNATIONAL TRADE CENTRE

Stock Exchange Tower

600 Victoria Square

Suite 3800

P.O. Box 247

Montreal, Quebec

H4Z 1E8

Telephone (514) 283-8185

Fax (514) 283-3302

Contact

Mr. Claude Lavoie

(514) 283-8791

MONCTON

INTERNATIONAL TRADE CENTRE

Assumption Place

770 Main Street

P.O. Box 1210

Moncton, New Brunswick

E1C 8P9

Telephone (506) 857-6452

Fax (506) 857-6429

Contact

Mr. Guy-André Gélinas

(506) 857-6440

HALIFAX

INTERNATIONAL TRADE CENTRE

1496 Lower Water Street

P.O. Box 940, Station "M"

Halifax, Nova Scotia

B3J 2V9

Telephone (902) 426-7540

Fax (902) 426-2624

Contact

Mr. Doug Rosenthal

(902) 426-6125

CHARLOTTETOWN

INTERNATIONAL TRADE CENTRE

Confederation Court Mall

134 Kent Street, Suite 400

P.O. Box 1115

Charlottetown, P.E.I.

C1A 7M8

Telephone (902) 566-7400

Fax (902) 566-7450

Contact

Mr. Fraser Dickson

(902) 566-7443

ST. JOHN'S

INTERNATIONAL TRADE CENTRE

90 O'Leary Avenue

P.O. Box 8950

St. John's, Newfoundland

A1B 3R9

Telephone (709) 772-5511

Fax (709) 772-2373

Contact

Mr. Tom Greenwood

(709) 772-5511

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 MIDDLE EAST

Africa Trade Development Division (GAT)

Director: Mr. Bernard Dussault

Countries: Algeria, Angola, Benin, Botswana, Burkina-Faso, Burundi, Cameroon, Cape Verde, Central African Republic, Chad, Comores, Congo, Côte d'Ivoire, Djibouti, Equatorial Guinea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritania, Mauritius, Morocco, Mozambique, Namibia, Niger, Nigeria, Rwanda, Sao Tomé and Príncipe, Senegal, Seychelles, Sierra Leone, Somalia, South Africa, Sudan, Swaziland, Tanzania, Togo, Tunisia, Uganda, Zaire, Zambia, Zimbabwe.

Enquiries: (613) 990-6593

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Middle East Trade Development Division (GMT)

Director: Mr. Paul S. Dingleline

Countries: Bahrain, Egypt, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Libya, Oman, People's Democratic Republic of Yemen (South), Qatar, Saudi Arabia, Syria, United Arab Emirates (UAE), Yemen Arab Republic (North).

Enquiries: (613) 993-7040

ASIA AND PACIFIC

Asia Pacific South Trade Development Division (PST)

Director: Mr. R. Dery

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)

Director: Mr. Dwayne Wright

Countries: China, Hong Kong, Indochina, Korea, Taiwan (China)

Enquiries: (613) 992-7359

Japan Trade Development Division (PNJ)

Director: Mr. Colin S. Russel

Enquiries: (613) 995-1281

EUROPE

USSR and Eastern Europe Trade Development Division (RBT)

Director: Mr. David Horley

Countries: Albania, Czechoslovakia, German Democratic Republic, Hungary, Mongolia, Bulgaria, Poland, U.S.S.R., Yugoslavia.

Enquiries: (613) 996-2858

Western Europe Trade, Investment and Technology Division (RWT)

Director: Mr. D.T. Wismer

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

Enquiries: (613) 995-9401

LATIN AMERICA AND CARIBBEAN

Caribbean and Central America Trade Development Division (LCT)

Director: Mr. M. Stolarik

Countries: Bermuda, Commonwealth Caribbean, Costa Rica, Cuba, Dominican Republic, El Salvador, French West Indies, Guatemala, Haiti, Honduras, Mexico, Netherlands Antilles, Nicaragua, Panama, Puerto Rico, Suriname.

Enquiries: (613) 996-7059

South America Trade Development Division (LST)

Director: Ms. Cynthia Hartman

Countries: Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Paraguay, Peru, Uruguay, Venezuela.

Enquiries: (613) 996-5546

UNITED STATES

United States Trade and Investment Development Division (UTE)

Director: Mr. B.A. Northgrave

Enquiries: (613) 991-5849

United States Trade and Tourism Development Division (UTW)

Director: Mr. T.W. Colfer

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
Telex: 053-3745; Fax (613) 996-9103

Aerospace, Marine and Defence Products
Division (TDA)
Director: Mr. Alan G. Virtue
Enquiries: (613) 996-1750

Agri-Food Division (TAA)
Director: Mr. Don McNicol
Enquiries: (613) 996-3705

Consumer Products Division (TCC)
Director: Mr. Norman Boyd
Enquiries: (613) 996-1831

Defence Programs Division (TDP)
Director: Mr. R.G. Sandor
Enquiries: (613) 996-1816

Export Finance and Capital Projects Division
(TCF)
Director: Mr. Roger Ferland
Enquiries: (613) 996-6213

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Export and Investment Programs Division (TPE)

Director: Mr. Allan Stewart

Enquiries: (613) 996-7155

Export and Transportation Services Division
(TPS)

Director: Mr. John Hill

Enquiries: (613) 996-0245

Fisheries Division (TAF)

Director: Mr. Dick Ablett

Enquiries: (613) 996-3537

Information Technologies and Electronics
Division (TDE)

Director: Mr. Norman Lomow

Enquiries: (613) 996-1893

International Trade Centres and Regional
Operations Division (TPO)

Director: Mrs. Louise Fortin

Enquiries: (613) 996-8708

Machinery and Transportation Equipment
Division (TCM)

Director: Mr. Warren Maybee

Enquiries: (613) 996-0670

Resources and Chemicals Division (TAR)

Director: Mr. E.L. (Ted) Gray

Enquiries: (613) 996-3436

Science and Technology Division (TDS)

Director: Mr. Allan S. Poole

Enquiries: (613) 996-0650

Trade Planning and WIN Exports Division (TPP)

Director: Mr. Waine McQuinn

Enquiries: (613) 996-7182

Canada

TRADE COMMISSIONERS IN CANADA AND ABROAD

EAITC has a network of over 800 trade commissioners in Canada and abroad to assist Canadian exporters and promote Canadian trade, investment, and tourism.

Trade Commissioners in the department's 11 International Trade Centres across Canada provide a range of services to potential and experienced exporters (see Index: International Trade Centres).

Some 290 trade officers in Ottawa offer information and advice on export opportunities within specific product/service sectors, and within individual countries and regions (see Index: Sectoral Trade Divisions; Geographic Trade Divisions).

Approximately 540 Trade Commissioners abroad help Canadian exporters undertake activities in individual target markets around the world. Trade Commissioners can:

- promote your company to local customers
- advise on marketing channels
- recommend participation in trade fairs
- identify suitable foreign firms to act as your agent
- help you find credit and business information on potential foreign partners

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- intercede to help solve problems with duties, taxes or foreign exchange
- advise you on a country's current trade, business and financial environment and practices
- advise and assist you with foreign joint ventures and licensing.

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 Index)

or

Info Export

1 (800) 267-8376; Ottawa callers: 993-6435

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/import quotas or restrictions that may apply to the product you are interested in
- 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 (ESE)
Director: Mr. D. Ryan
Enquiries: (613) 996-2387

Import Controls I Division (EST)
(Textiles and Clothing)
Director: Mr. J. Saint-Jacques
Enquiries: (613) 996-3711

Import Controls II Division (ESF)
(Agriculture and other products)
Director: Mr. J. Cheh
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.

Contact:

(613) 996-1814

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.

Contact:

(613) 996-1814

RDP Agreements

Canada maintains bilateral defence Research, Development and Production (RDP) Agreements with nine European partners (Belgium, Denmark, France, West Germany, Italy, the Netherlands, Norway, Sweden and the United Kingdom). The objective of these agreements is to find projects of interest which warrant bilateral support

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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.

Contact:

(613) 996-1816

The NATO Market

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

Contact:

(613) 996-1816

EXPORT ORIENTATION PROGRAMS

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

A) New Exporters to Border States (NEBS)

NEBS is for Canadian companies which have not previously exported but which 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.

B) New Exporters to the U.S. South (NEXUS)

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, NEXUS provides information and contacts to help expand into other U.S. markets, particularly in the southern United States. NEXUS also usually features a visit to a local trade fair or event. The program pays return economy airfare to the NEXUS site.

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For more information on NEBS and NEXUS, contact the International Trade Centre nearest you (see Index) or:

United States Trade and Tourism Development
Division (UTW)
External Affairs and International Trade Canada
125 Sussex Drive
Ottawa, Ontario K1A 0G2
Telephone: (613) 993-5726

C) New Exporters to Overseas (NEXOS)

This program extends the NEBS/NEXUS 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 pays for return economy airfare, ground transportation and some hospitality.

Contact:

Western European Trade and Investment
Development Division (RWT)
External Affairs and International Trade Canada
125 Sussex Drive
Ottawa, Ontario K1A 0G2
Telephone: (613) 996-3298

INVESTMENT DEVELOPMENT PROGRAM (IDP)

The Investment Development Program 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.

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.

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 International Trade Centre nearest you
(see Index) 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 the department's primary export promotion program. It supports a variety of activities to help Canadian companies expand into export markets.

Industry-Initiated Activities

PEMD funds up to 50 per cent of eligible expenses and must be requested in advance. A portion must be repaid if the activity generates export sales. Funded activities include:

- participation in recognized trade fairs and visits to identified markets outside Canada
- visits by foreign buyers and foreign sales agents to Canada
- project bidding, or proposal preparation at the pre-contractual stage
- establishing permanent sales offices abroad
- participation in trade fairs, seminars, et cetera, by non-profit industry associations on behalf of their member companies
- innovative marketing initiatives which do not fall under the above.

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Government-Planned Activities

PEMD covers specified costs for invited participants for selected trade missions and 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 must be export-ready Canadian companies registered in WIN Exports (see Index). To apply or obtain further information on PEMD, please contact the International Trade Centre nearest you (see Index).

TECHNOLOGY INFLOW PROGRAM (TIP)

The Technology Inflow Program helps Canadian businesses acquire foreign technology to develop new Canadian products, processes or services. The program is open to all companies but is intended especially for small and medium-sized firms.

Specifically, EAITC helps Canadian companies identify sources for obtaining the technology they need to improve productivity. Also, the Program helps companies to take advantage of opportunities to collaborate with foreign companies.

Under TIP, EAITC also provides financial assistance for technology transfer projects, such as:

- exploratory or longer-term working visits abroad by individual Canadian companies
- industry-oriented group technology awareness missions abroad organized by Canadian professional or trade associations
- visits by foreign technical experts to companies in Canada.

In Canada, the Industrial Research Assistance Program (IRAP) is the primary agency which helps companies identify their needs and gain access to TIP funding.

For more information: See IRAP listing in your telephone yellow pages under "Technology Assistance."

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Abroad, there are currently 33 EAITC trade offices around the world which provide services under TIP: 15 in the U.S., 10 in Western Europe and 8 in the Asia-Pacific region and the Middle East. For more information contact:

Science and Technology Division (TDS)
External Affairs and International Trade Canada
125 Sussex Drive
Ottawa, Ontario K1A 0G2
Telephone: (613) 996-0971

TOURISM MARKET DEVELOPMENT ABROAD

EAITC helps the Canadian tourism industry to promote Canada as a destination for foreign tourists.

Tourism Canada (part of Industry, Science and Technology Canada) provides direction and primary funding for tourist market development activities abroad. It also helps Canadians develop tourism "products" to bring in foreign visitors. Provincial government tourism offices collaborate in these efforts.

EAITC tourism officers at trade offices abroad:

- provide information on tourism market opportunities and business leads (e.g., foreign contacts, reports on market development opportunities, local foreign business customs and distribution channels)
- initiate Canadian participation in travel shows and promotions abroad, etc.
- organize Canadian tours and site inspection for foreign tourism media, the travel trade and meeting/convention organizers
- disseminate information about new Canadian tourism and travel products
- represent the interests of all Canadian provinces in all foreign markets, especially in areas where they do not have provincial representatives.

A total of 23 EAITC posts around the world (15 in the United States plus one each in Paris, London, Frankfurt, Tokyo, Sydney, Mexico, The Hague and Hong Kong) have full-time tourism officers. In total, a staff of 102 officers at EAITC posts around the world provide tourism marketing support.

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

United States Trade and Tourism Development
Division (UTW)
External Affairs and International Trade Canada
125 Sussex Drive
Ottawa, Ontario K1A 0G2
Telephone: (613) 998-8823

For information on tourism development activities within Canada, contact:

Tourism Canada
Industry, Science and Technology Canada
235 Queen Street
Ottawa, Ontario K1A 0H6
Telephone: (613) 993-7344

Vancouver: (604) 666-1429

Calgary: (403) 292-4575

Regina: (306) 780-6094

Winnipeg: (204) 983-2396

Yellowknife: (403) 920-8574

Whitehorse: (403) 668-4655

Toronto: (416) 973-5074

Montreal: (514) 283-4002

Moncton: (506) 857-6463

Halifax: (902) 426-9306

Charlottetown: (902) 566-7445

St. John's: (709) 772-4905

Canada

CANADIAN INTERNATIONAL DEVELOPMENT AGENCY

The Canadian International Development Agency (CIDA) provides official Canadian international development assistance in some 100 countries. CIDA's Industrial Cooperation 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 Cooperation Program (INC) offers financial incentives to Canadian firms to develop long-term arrangements for business cooperation 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, and Canada benefits by supplying equipment, components, services, etc.

General information on supplying goods and services for CIDA projects is available from:

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

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To register as a potential supplier, contact:

Supply and Services Canada
Sourcing and Priorities Division
Phase III
11 Laurier Street
Hull, Quebec KIA 0S5
Telephone: (819) 956-3444

**To be considered for CIDA consultant services,
please contact:**

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

EXPORT DEVELOPMENT CORPORATION

The Export Development Corporation (EDC) is a federal crown corporation reporting to the Minister for International Trade. It provides a full range of financing, insurance and guarantee services to Canadian exporters of any size through its offices across the country.

EDC has export insurance programs to:

- protect Canadian exporters (and their domestic suppliers) against non-payment by foreign buyers
- protect Canadian companies' foreign investments overseas
- protect members of a Canadian export consortium against a loss caused by the non-performance of a partner.

With export financing, EDC enables foreign buyers to purchase Canadian products, and pays the Canadian exporter directly in cash. Also, the Corporation makes it easier for exporters to get private sector financial backing by providing loan, performance and bid bond guarantees to the financial institution providing the direct support.

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Contact:

Export Development Corporation
151 O'Connor Street
Ottawa, Ontario K1P 5T9
Telephone: (613) 598-2500

or call the EDC regional office nearest you:

Halifax: (902) 429-0426

Montreal: (514) 878-1881

Toronto: (416) 364-0135

London: (519) 645-5828

Winnipeg: 1-800-665-7871 (Manitoba and
Saskatchewan only)

Calgary: (403) 294-0928

Vancouver: (604) 688-8658

CANADIAN COMMERCIAL CORPORATION

The Canadian Commercial Corporation (CCC) is a crown corporation reporting to the Minister for International Trade. 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, 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 customs. Its participation helps to reduce the complexity of export sales for Canadian firms and often encourages foreign customers to purchase from smaller or less well-known suppliers, since buyers have the comfort of dealing on a government-to-government basis through 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 24 000 Canadian firms and includes for each: 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.

Using WIN Exports, EAITC trade development officers can:

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

WIN Exports companies automatically receive CanadExport, the department's trade newsletter. If companies 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 Index).

Over ▷



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

Trade Planning and WIN Exports (TPP)
External Affairs and International Trade Canada
125 Sussex Drive
Ottawa, Ontario K1A 0G2
Telephone: (613) 996-7182

CANADEXPORT

CanadExport is EAITC's trade newsletter, distributed to 56 000 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 and 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
- a two-page report on latest developments of interest to exporters on the Free Trade Agreement, Europe 1992 or Multilateral Trade Negotiations.

To receive *CanadExport*, fill out the enclosed subscription form, or:

Contact:

Trade Communications (Canada) Division (BTC)
External Affairs and International Trade Canada
125 Sussex Drive
Ottawa, Ontario K1A 0G2
Telephone: (613) 992-7114



OTHER TRADE PUBLICATIONS

Besides *CanadExport*, the department publishes a wide range of trade and economic publications. In addition to pamphlets and brochures on trade programs, examples of particular interest to exporters are:

Directory of the Canadian Trade Commissioner Service

- lists EAITC offices and trade commissioners abroad with foreign trade, tourism and investment responsibilities

Export Guide — A Practical Approach

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

Guides for Canadian Exporters

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

Meeting the Challenge of Global Competition: Canada's Year in Trade 1988-89

- provides an overview of major developments in international trade, including Canadian activities in three global mega-markets: the United States, the European community and the Asia-Pacific region.

For these and other publications contact Info Export toll free at 1-800-267-8376.



INTERNATIONAL TRADE DATA BANK

EAITC operates an 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 66 major trading nations, as well as for groupings such as the European Economic Community (EEC) and the Organization for Economic Co-operation and Development (OECD). Customized analyses are prepared upon request.

Contact:

Library Services Division (BFL)
External Affairs and International Trade Canada
125 Sussex Drive
Ottawa, Ontario K1A 0G2
Telephone: (613) 992-6941



CANADEXPORT /WIN EXPORTS REGISTRATION FORM

Valuable Export News

EAITC's bi-monthly trade newsletter *Canada Export*, keeps 56 000 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 interests, thus increasing their chances of gaining access to valuable trade deals.

Over ▷



_____ I would like to receive, *CanadExport*.

_____ 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
(Canada) Division (BTC), External Affairs and International
Trade Canada, 125 Sussex Drive, Ottawa, Ontario K1A 0G2.

Canada

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