

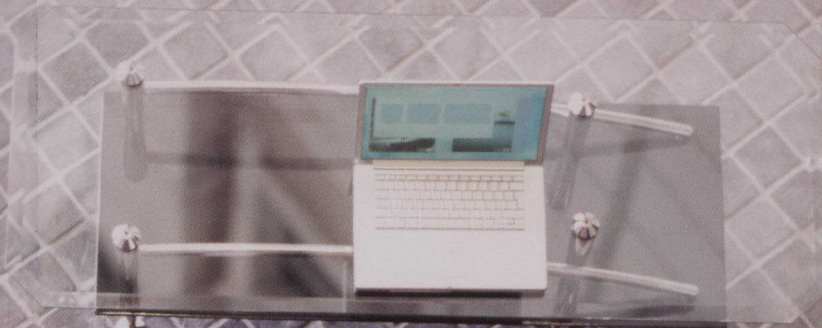
The Canadian Trade Commissioner Service

Everywhere you do business



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

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Foreign Affairs and
International Trade Canada

Affaires étrangères et
Commerce international Canada

Canada

Maximize your global potential

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

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

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The Canadian Trade Commissioner Service (TCS)

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

Preparation for international markets

Market potential assessment

Qualified contacts

Problem solving

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



The TCS approach

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

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

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

“When the TCS stands behind you it shows you have the support of the Canadian government; it shows international businesses you are a solid company they can trust.”

FABIO GAMBACORTA, OCTASIC, MONTREAL

“The TCS has the network to open doors for you. Its expertise is invaluable.”

JACEK MLYNAREK, CTT GROUP, SAINT-HYACINTHE

“Trade Commissioners listen and take the initiative to help you as much as they can. We were really impressed with the level of service and the kind of help the TCS provided us.”

YVAN FREDETTE, HÉROUX-DEVTEK, LONGUEUIL

“The TCS are well respected by contacts around the world. When the TCS introduces us to a potential client, that’s one of the best references we can have.”

MARC ST-ONGE, TELCOBRIDGES, BOUCHERVILLE



THE CANADIAN
TRADE COMMISSIONER
SERVICE

Bridging the information gap

Montreal-based TelcoBridges has expanded the reach of its operations around the world to destinations such as Latin America, Europe and Asia. The company has found that a great way to familiarize itself with each country's market and introduce itself to potential clients is to take part in TCS-organized trade show events.

"The TCS trade shows allow us to showcase our products to thousands of people and meet contacts

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.

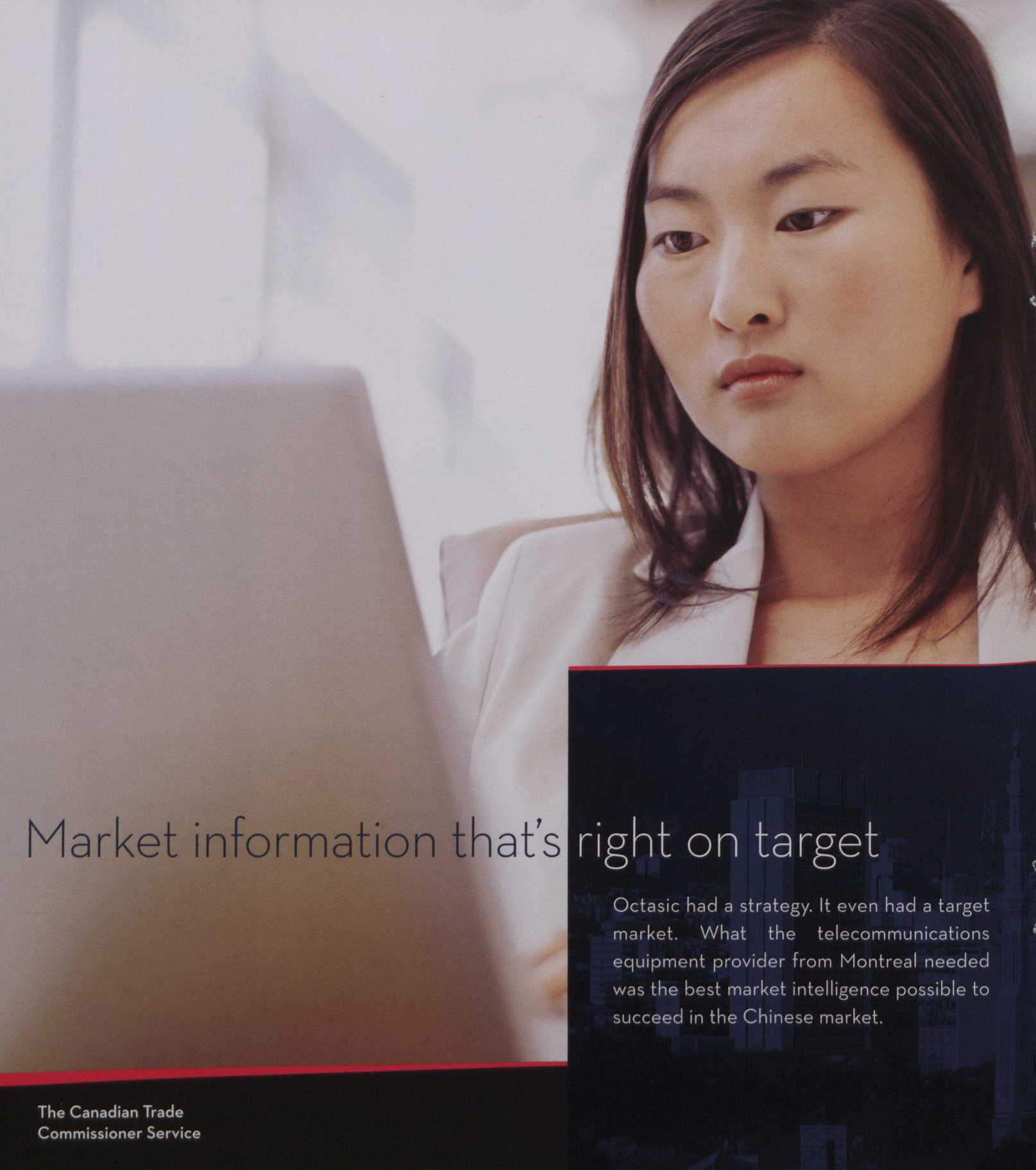
- *Improve your international business strategy*

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.

located in specific countries. Participating in these trade shows through the TCS, such as CommunicAsia in Singapore, allows us to maintain a consistent international presence. Plus, the TCS organizes satellite events around some trade shows, which gives us even more opportunity to network with potential clients and partners.”

With the TCS, TelcoBridges now has a platform to shorten the time it takes to enter a new market.

“We always contact the TCS before entering a new market to qualify an opportunity or discover a new one. The Trade Commissioners know the playing field of international markets.”



Market information that's right on target

Octasic had a strategy. It even had a target market. What the telecommunications equipment provider from Montreal needed was the best market intelligence possible to succeed in the Chinese market.

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.

“Our major challenges were understanding the business landscape and who potential partners and customers might be. We needed access to the marketplace and knowledge that aligned with our strategy.”

Octasic contacted the TCS and was provided specific information about the territories and accounts it wanted to pursue. The TCS recommended trade shows and other industry events that Octasic should participate in to promote its products.

With this detailed information, Octasic acquired two contracts in its target market. China now makes up about 48% of the company's total revenues.

“Without the TCS we would have done more trial and error rather than pinpointing opportunities. We realized success much sooner from working with our Trade Commissioner.”



It takes a contact to make a contact

The CTT Group, an association in the textile industry that helps its members discover new business opportunities, was considering opening an office in China, to better support its members in this market. The first step for the association located in Saint-Hyacinthe was to contact its regional TCS office in Montreal. The TCS introduced the CTT Group to a contact in China, and after evaluating the market, the CTT Group decided to open a Shanghai office.

Members of the CTT Group now know that one good contact can lead to another. The Shanghai office, which resulted from the initial TCS contact, allows CTT Group members such as SilverClear to continue making contacts and business leads in the Chinese market. As an associate phrased it:

“With the platform in Shanghai, we made excellent contacts to market our SilverClear technology, which led to three breakthroughs. Now we’ve signed a distribution agreement with a Shanghai-based distributor, resulting in sales of at least \$50,000 per month.”

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.



Taking international business
to new heights

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.

What do you do when an international client makes a last-minute order and needs it in less time than shipping regulations allow?

This was an issue the Longueuil-based company Héroux-Devtek faced while working with an Australian client. The supplier of aerospace parts needed to deliver its products across the globe and couldn't wait the standard 30-day minimum processing delays.

"We contacted the TCS and our Trade Commissioner in Montreal recognized the urgency of our situation and immediately put us in touch with the right person to solve this issue."

With help from the TCS, Héroux-Devtek delivered the part on time and completed the \$50,000 sale. The Australian client's satisfaction has resulted in more than 10 other orders valued at approximately \$100,000 total.

"Delivery times are key to building a good reputation in our industry. When you face problematic situations it's reassuring to know the TCS is ready to help."

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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tradecommissioner.gc.ca

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Visit canadexport.gc.ca and subscribe today.

Our commitment to you

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

Contact the TCS Enquiries Line by phone at **1-888-306-9991** or by e-mail at **feedback.tcs@international.gc.ca** 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

Montreal

Place Bonaventure, South-West Portal
800 de la Gauchetière Street West, 8th floor
Montreal, Quebec H5A 1K6
Tel: 514-283-6328
Email: mntrl@international.gc.ca

Quebec City

Place Iberville IV
2954, boul. Laurier, Suite 030
Quebec, Quebec G1V 4T2
Tel: 418-648-7464
Email: mntrl@international.gc.ca

