

The Canadian Trade Commissioner Service

Everywhere you do business



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

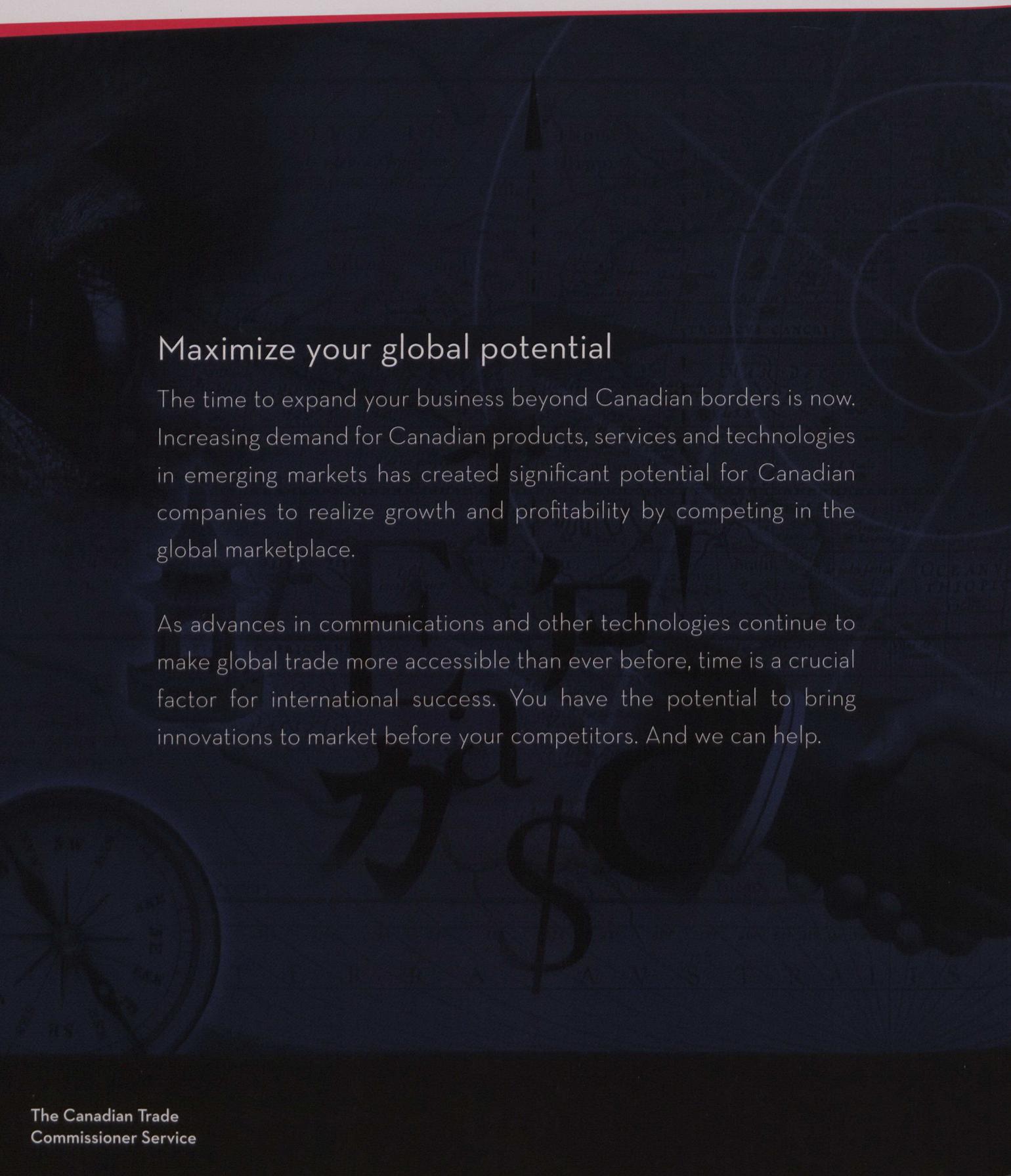
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Foreign Affairs and
International Trade Canada

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:

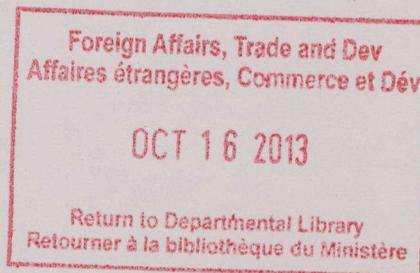
Preparation for international markets

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.

“Our local Trade Commissioner was incredibly enthusiastic and encouraging about our participation in international markets and connected us with other organizations and departments that could also help us.”

PETER BUCKLAND, PETER BUCKLAND ART GALLERY, SAINT JOHN, NEW BRUNSWICK

“It’s great to know there’s someone out there who can provide you with the knowledge you need, someone located in all the different countries you’re doing business in.”

CHRISTINE MCDONALD, OCEAN NUTRITION, DARTMOUTH, NOVA SCOTIA

“I never expected the TCS to promote us in this way. The TCS goes all the way and we really appreciate this degree of help.”

HERMES CHAN, MEDMIRA, HALIFAX, NOVA SCOTIA



THE CANADIAN
TRADE COMMISSIONER
SERVICE

There's an art to going international

Where do we go? How do we do it? Where will the money come from?

The Peter Buckland Art Gallery of Saint John, New Brunswick, needed to answer these important questions when preparing to showcase artwork in a Boston fair.

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.

"We considered attending the Toronto art fair and realized it was too expensive for us at this stage. That's when we started looking into other options and discovered the potential of selling our work through fairs outside the country, like at the Boston fair."

At the fair, the Peter Buckland Art Gallery covered its costs, made a profit and made a memorable first impression with all who attended.

"The TCS helped us with the preparations for our first attendance at the fair, which is probably one of the most trying aspects about going to the States. The services the TCS offers help a great deal, particularly during the first year or two you're going into a market, because that's when you're really at risk."



The right fit in differing markets

Assessing which markets your business has the most potential to succeed in can be difficult for smaller companies such as Progressive BioActives, a Charlottetown-based subsidiary of Stirling Products Ltd.

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.

That's why the producer of value-added health and nutritional feed ingredients for the livestock industry contacted the TCS for help.

"The TCS helps us determine where our products fit in the markets we target. We deliver various health and productivity feed products for livestock, but market insight from the TCS tells us what makes more business sense."

It's market insight from the TCS that helped the biotech company succeed in penetrating the South American, Asian and Australian markets.

"The TCS allows us to better understand the culture and business practices in each market and helps us access business opportunities and partnerships more efficiently. With this information, we can cost the benefits of entering each market and focus on the opportunities offered in each one."



A breakthrough

in international waters

For Oceanic Consulting Corporation from St. John's, Newfoundland and Labrador, finding the right point of contact was a challenge when expanding its ocean and Arctic engineering services into international marketplaces. Past experience had shown that it could take numerous phone calls over several months to reach the right person. With the TCS, Oceanic was introduced to a contact in Kazakhstan through the St. John's regional office, a relationship that quickly resulted in a series of new business developments.

"That one contact from the TCS has generated up to 15% of our business. The TCS provided us with information from a different angle that wouldn't have been readily apparent to us otherwise. What's interesting about the thousands of TCS contacts is that there's always an appropriate contact in the appropriate place."

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.



Fishing for a better solution

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.

The global supplier of Omega-3 fish oil-based ingredients known as Ocean Nutrition Canada (ONC) from Dartmouth, Nova Scotia, was losing money every time it exported to the Netherlands because of shipping regulations.

Dutch authorities require that for each shipment a sample drum be opened for inspection. But because fish oil is a sensitive product, these sample drums would spoil when opened.

The TCS enabled ONC to achieve a special shipping agreement with Dutch authorities. Now ONC sends samples along with each shipment, removing the need to open any drums and saving ONC a significant amount of money.

"Sometimes you need the inside track. The TCS helps us talk to the right parties that can get the questions answered."

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.

Register today and take international business to a new level.

tradecommissioner.gc.ca

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Better business decisions begin with knowing what's happening right now in markets around the world. *CanadExport* is an online source of current news and advice on global trade, export and investment opportunities. Find articles and podcasts about international business developments and company profiles and find out about trade events happening in your target market or industry.

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

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