

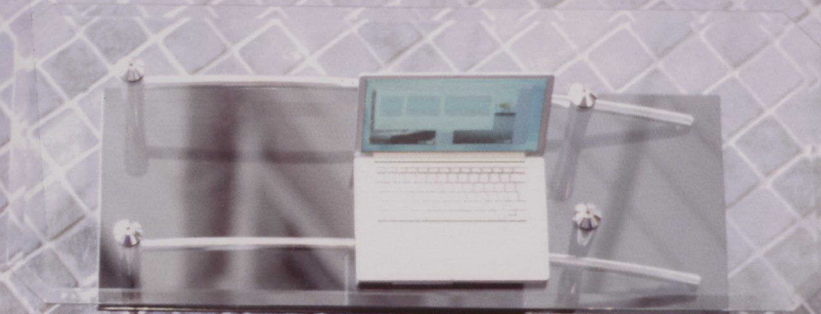
The Canadian Trade Commissioner Service

Everywhere you do business



From the Pacific 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.

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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.

“TCS officers care.

They care about their country and they care about the companies in their sector.”

DAN IRISH, THREEWAVE SOFTWARE, VANCOUVER

“When we target a new market, we contact the Canadian Trade Commissioner Service. They connect us with the main players, but more importantly, they give us credibility. That’s invaluable.”

DR. PETER SOBOTKA, CORINEX, VANCOUVER

“The TCS helps us get results for our company. If you have a specific area where your company needs help, you should contact the TCS.”

JAMES BAYLES, CATALYST, VANCOUVER



THE CANADIAN
TRADE COMMISSIONER
SERVICE

Creating buzz in new markets

Threewave Software, a young, Vancouver-based video game development studio, had already established itself with some of the top franchises in the video game industry. But when the company wanted to expand into new markets, it knew it needed help, and contacted the TCS for support.

“The TCS organized a number of events where we were introduced to video game publisher

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.

representatives. We met the head of E3 at the TCS office in Los Angeles and attended Vidfest in Vancouver. These events helped create a buzz around the talent at our company and the entire video game industry in Vancouver."

Within three years, Threewave grew from 12 employees to more than 75 and more than quadrupled its revenues. Its success would not have been possible without market research support from the TCS and introductions to industry representatives from the United States, Europe and Asia.

"The TCS gives you credibility at industry events, especially among American and European representatives. With the TCS, we have been able to learn a lot about the different markets we're interested in and have met valuable contacts."



Big plans in the works

Zymeworks, a small biotechnology firm in Vancouver, became acquainted with the TCS at a trade fair event. New to the industry, Zymeworks was impressed with how the TCS took an interest in its business developments. Zymeworks has

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.

been consulting the TCS about its international market-entry strategy ever since. This has proven to be beneficial, especially while pursuing opportunities in California, which is considered to be one of the biotechnology industry's largest markets.

"The TCS has become an active part of our business development strategy. You need to look at every piece of business intelligence and the TCS can provide that information and market know-how that perhaps you weren't aware of. I thought I knew everything there was to know about California, but after speaking to TCS officers in San Francisco and San Diego, I became aware of three other potential competitors in that market.

"With help from the TCS, we've made partnerships with established chemical and pharmaceutical companies and are ready to expand our operations to California. Our future is one of success and profitability."



A valuable introduction

Call after call, e-mail after e-mail, it could take the power line communications equipment manufacturer Corinex Communications months, sometimes years, to identify the right person within an organization.

The TCS helped the Vancouver-based company with the networking process and introduced it to New Access from Ecuador. Together, Corinex and New Access developed and implemented broadband connectivity over power lines to 1,500 Ecuadorian homes. The pilot project was a resounding success. There are now plans to expand the service to one million homes, and build similar networks in the Philippines and Argentina.

“We can’t possibly replicate what the TCS does for us. They find the contacts and connect us. Having the Government of Canada behind us gives us credibility in new markets. I can’t put a price on that.”

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.



It pays to find a better way

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.

Catalyst Paper Corporation from British Columbia faced unexpected processing delays of its Venezuelan customer orders for quite some time. Unable to resolve this ongoing problem with the country's foreign exchange control, Catalyst contacted the TCS for support.

"During our first appointment with the TCS they indicated they'd be able to help us using a drill down technique and that's exactly what we were looking for."

After the local Trade Commissioner wrote letters and met with the president of the Venezuelan foreign exchange department, it officially appointed someone to help expedite the finalization of customer orders for Catalyst.

"I think the TCS demonstrated how important being on time is with Canada and this has had a good overall effect on our business there and for other Canadian businesses as well."

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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

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