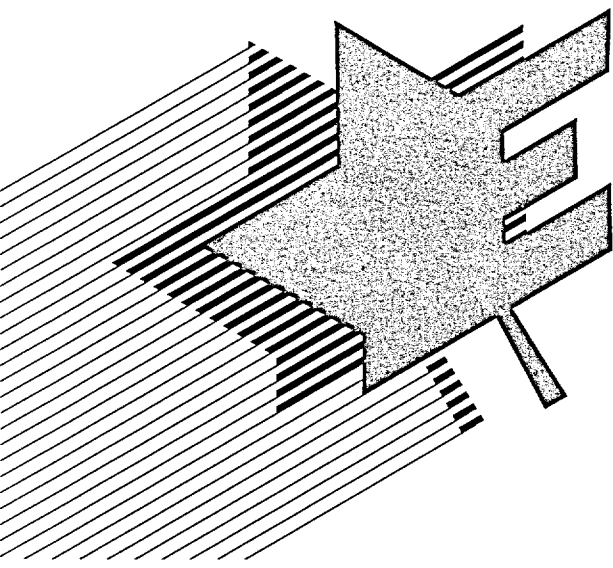
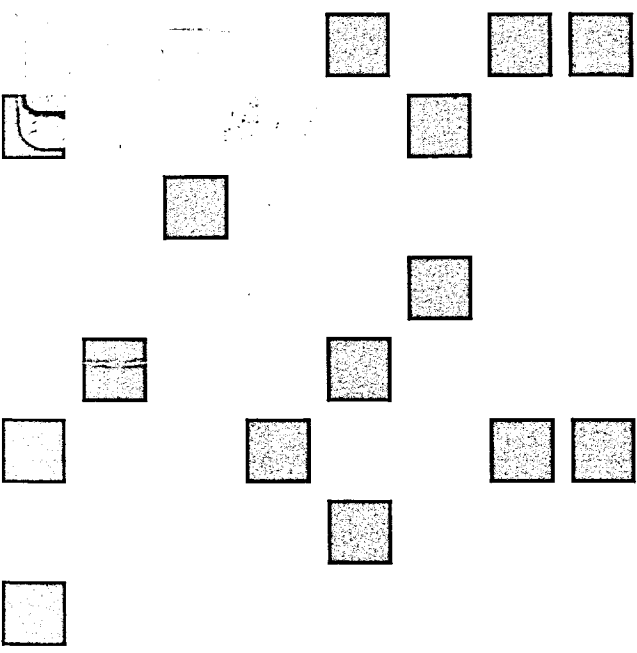
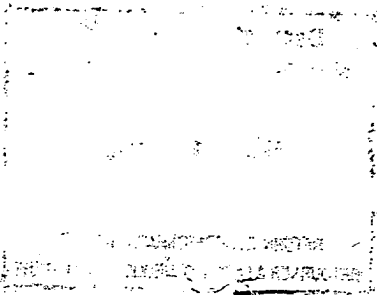


T doc
H CA1
S EA510
94T62
ENG

development is and



.b2624709(E)



43-269-273



EXPORTS HELP BUILD CANADA

In a world of increasing trade diversification and competitiveness, Canada's economic growth depends more than ever on trade. Exports create jobs and prosperity for Canadians, giving us one of the highest standards of living in the world.

To trade effectively, our exporters need, among other things, up-to-date market intelligence and timely support that can translate into sales of Canadian capabilities abroad.

Produced by the Department of Foreign Affairs and International Trade, the pocket guide gives you an overview of the trade development programs and services that the Department offers the Canadian exporting community. It also contains information on related programs and services available from other government departments and institutions.

As Minister for International Trade, I can assure you that Canada will continue to be at the forefront of trade liberalization. Our country played a leading role in the successful conclusion of the GATT Uruguay Round of Multilateral Trade Negotiations and the creation of the World Trade Organization. Canada is also a partner in the North American Free Trade Agreement, which came into effect this year.

Over ▷

We must now pursue the opportunities that will accrue from these trade liberalizing efforts in our traditional markets of North America and Europe as well as foster new links with Latin American countries and the Asia-Pacific economies which are among the fastest growing in the world.

It is my sincere hope that this guide will help Canadian traders take advantage of new opportunities created by liberalized trade. By making our world-class products and services better known internationally, we contribute to our well-being domestically.

A handwritten signature in black ink, reading "Roy MacLaren". The signature is written in a cursive style with a large, prominent "R" and "M".

Roy MacLaren
Minister for International Trade

TRADE DEVELOPMENT PROGRAMS AND SERVICES

Table of Contents	Card Number
• Foreword by the Minister for International Trade	1
• Tapping into the Trade Services Network	3
• DFAIT's Mandate	
• InfoCentre	
• Overview of Services	
Trade Counselling and Assistance Services	
• International Trade Centres	4
• Geographic Trade Divisions	5
• Trade Commissioners in Canada and Abroad	6
• Export and Import Controls	7
Programs	
• The Access North America Program	8
• Defence Programs*	9
• Export Orientation/Training Programs (NEBS, NEXOS)*	10
• Investment Development Program (IDP)*	11
• Program for Export Market Development (PEMD)*	12
• Renaissance Eastern Europe	13
• Technology Inflow Program (TIP)*	14
• Tourism Market Development Abroad	15
(*offers financial assistance)	

Export Financing/Foreign Sales Procurement

- Canadian International Development Agency (CIDA) 16
- EDC 17
- Canadian Commercial Corporation (CCC) 18
- WIN Exports 19

Trade Data and Publications

- CanadExport 20
- Other Trade Publications 21
- International Trade Data Bank 22
- CanadExport/WIN Exports Registration Form 23

Publié également en français

TAPPING INTO THE TRADE SERVICES NETWORK

DFAIT's Mandate

The Department of Foreign Affairs and International Trade (DFAIT) is the leading federal department responsible for Canada's international trade and export development.

About one third of DFAIT's personnel are employed in trade and economic policy work and in promoting Canadian exports, investment and tourism. In broad terms, DFAIT's trade responsibilities involve:

- enhancing Canada's access to foreign markets; and (through bilateral and multilateral trade negotiations);
- expanding Canada's share of export markets; and
- 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.

InfoCentre

InfoCentre is the Department's information, reference and consultation service for Canadian exporters, companies interested in international markets and anyone interested in Canadian foreign policy.

For most beginning and many veteran exporters, InfoCentre is the best starting point for getting up-to-date export information.

Over ▷

Staff can advise you on the full range of DFAIT's trade publications, programs and services. They can also tell you what is available through other federal departments and agencies. In short, InfoCentre gives you immediate answers to your export information and foreign policy questions or puts you quickly in touch with experts who can answer your questions requiring more specialized knowledge.

Contact:

InfoCentre (MKI)

Department of Foreign Affairs and International Trade
125 Sussex Drive

Ottawa, Ontario

K1A 0G2

Toll free: 1-800-267-8376

Ottawa callers: 944-4000

Fax: (613) 996-9709

Interactive faxlink: (613) 944-4500

Overview of Services

The Department delivers its trade programs and services through 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.
- If you need trade information for a specific country or region, contact the responsible **geographic trade division*** 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 Table of Contents)



INTERNATIONAL TRADE CENTRES

The Department of Foreign Affairs and International Trade (DFAIT) and Industry Canada (IC) have established International Trade Centres (ITCs) in cities across Canada to provide "one-stop" trade services to new and experienced Canadian exporters. Experienced trade commissioners in the ITCs can:

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

Each centre is linked to DFAIT's computerized trade information network (see Table of Contents: WIN Exports).

Over ▷

ST. JOHN'S

INTERNATIONAL TRADE CENTRE
c/o Industry Canada
Atlantic Place
215 Water Street, Suite 504
P.O. Box 8950
St. John's, Newfoundland
A1B 3R9
Telephone: (709) 772-5511
Fax: (709) 772-2373

CHARLOTTETOWN

INTERNATIONAL TRADE CENTRE
c/o Industry Canada
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

HALIFAX

INTERNATIONAL TRADE CENTRE
c/o Industry Canada
1801 Hollis Street
P.O. Box 940, Station "M"
Halifax, Nova Scotia
B3J 2V9
Telephone: (902) 426-7540
Fax: (902) 426-2624

MONCTON

INTERNATIONAL TRADE CENTRE
c/o Industry Canada
Assumption Place
770 Main Street
P.O. Box 1210
Moncton, New Brunswick
E1C 8P9
Telephone: (506) 851-6452
Fax: (506) 851-6429

MONTREAL

INTERNATIONAL TRADE CENTRE

c/o Industry Canada

Stock Exchange Tower

800 Victoria Square, Suite 3800

P.O. Box 247

Montréal, Quebec

H4Z 1E8

Telephone: (514) 283-8185

Fax: (514) 283-8794

TORONTO

INTERNATIONAL TRADE CENTRE

c/o Industry Canada

Dominion Public Building

4th Floor

1 Front Street West

Toronto, Ontario

M5J 1A4

Telephone: (416) 973-5053

Fax: (416) 973-8161

WINNIPEG

INTERNATIONAL TRADE CENTRE

c/o Industry Canada

8th Floor

330 Portage Avenue

P.O. Box 981

Winnipeg, Manitoba

R3C 2V2

Telephone: (204) 983-8036

Fax: (204) 983-2187

SASKATOON

INTERNATIONAL TRADE CENTRE

c/o Industry Canada

The S.H. Cohen Building

Room 401

119-4th Avenue South

Saskatoon, Saskatchewan

S7K 5X2

Telephone: (306) 975-5315

Fax: (306) 975-5334

EDMONTON

INTERNATIONAL TRADE CENTRE

c/o Industry Canada

Canada Place

9700 Jasper Avenue

Room 540

Edmonton, Alberta

T5J 4C3

Telephone: (403) 495-2944

Fax: (403) 495-4507

CALGARY

INTERNATIONAL TRADE CENTRE

c/o Industry Canada

510-5th Street S.W.

Suite 1100

Calgary, Alberta

T2P 3S2

Telephone: (403) 292-6660

Fax: (403) 292-4578

VANCOUVER

INTERNATIONAL TRADE CENTRE

c/o Industry Canada

900-650 West Georgia Street

P.O. Box 11610

Vancouver, British Columbia

V6B 5H8

Telephone: (604) 666-0434

Fax: (604) 666-8330

**GEOGRAPHIC TRADE
DIVISIONS**

DFAIT 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.)

Department of Foreign Affairs and
International Trade
125 Sussex Drive
Ottawa, Ontario
K1A 0G2

AFRICA AND MIDDLE EAST**Africa and Middle East Trade Development
Division (GBT)****Middle East (GBTE)**

Countries: Bahrain, Iran, Iraq, Israel, Jordan, Kuwait,
Lebanon, Occupied Territories, Oman,
Qatar, Saudi Arabia, Syria, United Arab
Emirates, Yemen, Arab Boycott

Enquiries: (613) 944-5998

Over ▷

North Africa and Horn of Africa (GBTM)

Countries: Algeria, Djibouti, Egypt, Eritrea, Ethiopia, Libya, Morocco, Sudan, Somalia, Tunisia

Enquiries: (613) 944-6593

Sub-Saharan Africa (GBTA)

Countries: Angola, Benin, Botswana, Burkina-Faso, Burundi, Cameroon, Cape Verde, Central African Republic, Chad, Comoros, Congo, Equatorial Guinea, Gabon, Gambia, Ghana, Guinea-Bissau, Ivory Coast, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritania, Mauritius, Mozambique, Namibia, Niger, Nigeria, Rwanda, Sao Tomé and Príncipe, Senegal, Seychelles, Sierra Leone, South Africa, Swaziland, Tanzania, Togo, Uganda, Zaire, Zambia, Zimbabwe

Enquiries: (613) 944-6589

ASIA AND PACIFIC

Asia Pacific South Trade Development Division (PST)

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; Fax: (613) 996-1248

East Asia Trade Development Division (PNC)

Countries: Cambodia, China, Hong Kong, Korea, Laos, Mongolia, Taiwan, Vietnam

Enquiries: (613) 992-7359; Fax: (613) 996-1248

Japan Trade Development Division (PNJ)

Enquiries: (613) 995-1281

EUROPE

Central and Eastern Europe Trade Development Division (RBT)

Countries: Albania, Armenia, Azerbaijan, Belarus, Bulgaria, Croatia, Czech Republic, Estonia, Georgia, Hungary, Kazakhstan, Kyrgystan, Latvia, Lithuania, Moldova, Poland, Romania, Russia, Slovak Republic, Slovenia, Tajikistan, Turkmenistan, Ukraine, Uzbekistan, Yugoslavia (Serbia and Montenegro), FYR Macedonia

Enquiries: (613) 996-2858

Western Europe Trade, Investment and Technology Division (RWT)

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

Enquiries: (613) 995-9401

LATIN AMERICA AND CARIBBEAN

Latin America and Caribbean Trade Division (LGT)

Countries: Argentina, Bermuda, Bolivia, Brazil, Chile, Colombia, Commonwealth Caribbean, Costa Rica, Cuba, Dominican Republic, Ecuador, El Salvador, French West Indies, Guatemala, Haiti, Honduras, Mexico, Netherlands Antilles, Nicaragua, Panama, Paraguay, Peru, Puerto Rico, Suriname, Uruguay, Venezuela

Enquiries: (613) 996-5546

UNITED STATES

**United States Trade and Investment
Development Division (UTI)**

Enquiries: (613) 944-5849

**United States Trade and Tourism
Development Division (UTO)**

Enquiries: (613) 944-7343

Canada



TRADE COMMISSIONERS IN CANADA AND ABROAD

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

Trade commissioners in the Department's International Trade Centres across Canada provide a range of services to potential and experienced exporters (see Table of Contents: International Trade Centres).

Trade officers in Ottawa offer information and advice on export opportunities within specific product/service sectors, and within individual countries and regions (see Table of Contents: Geographic Trade Divisions).

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

- promote companies to local customers;
- advise on marketing channels;
- recommend appropriate trade fairs;
- identify suitable foreign firms to act as agents;
- help find credit and business information on potential foreign partners;
- intercede to help solve problems with duties, taxes or foreign exchange;
- advise on a country's current trade, business and financial environment and practices; and
- advise and assist with foreign joint ventures and licensing.

Over ▷

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 Table of Contents)

or

InfoCentre

Toll free: 1-800-267-8376

Ottawa callers: 944-4000

Fax: (613) 996-9709



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. DFAIT experts can advise you on:

- export restrictions or import quotas and restrictions that may apply to the product you are interested in; and
- export/import permits or other documentation that may be required.

Contact:

Department of Foreign Affairs and International Trade
125 Sussex Drive
Ottawa, Ontario
K1A 0G2

Export Controls Division (EPE)
Enquiries: (613) 996-2387

Import Controls Division I (EPT)
(Textiles and clothing)
Enquiries: (613) 996-3711

Import Controls Division II (EPM)
(Agriculture, steel, and other products)
Enquiries: (613) 995-8104



THE ACCESS NORTH AMERICA PROGRAM

Access North America is a business development program designed to provide Canadian exporters with the tools they need to penetrate the Mexican market. Launched in the spring of 1993, Access North America consists of six key elements: export advice and counselling; better business and market intelligence; the NEWMEX (New Exporters to Mexico) program; an expanded trade fairs and missions program; investment development and partnering initiatives; and the opening of the Canadian Business Centre in Mexico City.

Export Advice and Counselling

Mexico's legal and regulatory framework, business practices, language and culture can present challenges to Canadian firms entering this market for the first time. The Department of Foreign Affairs and International Trade (DFAIT), in co-operation with Industry Canada and the private sector, provides the information and counselling to meet and overcome these challenges.

Better Business and Market Intelligence

Access North America provides Canadian companies with extensive business and market intelligence, strengthening the expertise already available at the Canadian Embassy in Mexico and the new Trade Office in Monterrey.

Over ▷

NEWMEX (New Exporters to Mexico)

NEWMEX is an export training program designed to provide Canadian firms new to the Mexican market with the knowledge and skills they need to be successful in that market. Offered by the Department of Foreign Affairs and International Trade in co-operation with the Forum for International Trade Training (FITT) and the private sector, NEWMEX consists of two steps: GeoFITT Mexico (an intensive market-related training session given in Canada and costing \$1500), followed by a trade mission to introduce Canadian exporters to Mexico and its business environment. Costs of the mission are shared between DFAIT and participating companies, who should already be exporting successfully to the United States or elsewhere.

Trade Fairs and Missions

More than 20 prominent events annually will be added to the current fairs and missions program, and an extensive program of seminars, workshops, sectoral market updates and market studies will also be available.

Investment Development and Partnering Initiatives

Expanding into the broader North American market may require additional funding that could present challenges, particularly to small and medium-sized firms. Through a series of matchmaking initiatives, the Canadian Investment Partners for Mexico Program will help Canadian companies identify potential partners in Mexico for strategic alliances and investment agreements.

The Canadian Business Centre in Mexico City

The first-ever Canadian Business Centre, due to open in Mexico City in mid-1994, will provide Canadian companies with a wide range of services, including:

- temporary office space, meeting areas and seminar facilities;
- exhibit space for individuals, companies and industry associations;
- access to on-site translation services and a business library; and
- business support and communications to Canada.

For further information on Access North America, call your local International Trade Centre or the InfoCentre office at:

Toll free: 1-800-267-8376

Ottawa callers: (613) 944-4000

Fax: (613) 996-9709

Interactive faxlink: (613) 944-4500

Canada



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 American Act. The program aims to improve market access for Canadian businesses but does not provide financial assistance.

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.

DIC Agreements

Canada has Defence Industrial Co-operation (DIC) Agreements with two countries — Spain and Saudi Arabia, and is in the process of concluding several others. The objective of these agreements is to encourage industrial co-operation for the mutual benefit of our respective defence industry bases.

Over ▷

RDP Agreements

Canada maintains bilateral defence Research, Development and Production (RDP) Agreements with nine European partners (Belgium, Denmark, France, Germany, Italy, the Netherlands, Norway, Sweden and the United Kingdom). The objective of these agreements is to find projects of interest that warrant bilateral support under an RDP. Defence economic co-operation represents a strong element of RDPs. Industrial co-operation is encouraged for the mutual benefit of our defence industry bases.

The NATO Market

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

Contact:

Sectoral Liaison Secretariat (TOS)
Department of Foreign Affairs
and International Trade
125 Sussex Drive
Ottawa, Ontario K1A 0G2
Telephone: (613) 996-1891
Fax: (613) 944-0050

EXPORT ORIENTATION/ TRAINING PROGRAMS (NEBS, NEXOS)

DFAIT offers two 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 that have not previously exported but that 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.

For more information on NEBS, contact the International Trade Centre nearest you (see Table of Contents) or:

United States Trade and Investment Development
Division (UTI)
Department of Foreign Affairs and International Trade
125 Sussex Drive
Ottawa, Ontario K1A 0G2
Telephone: (613) 944-6577

Over ▷

B) New Exporters to Overseas (NEXOS)

This program extends the NEBS concept to help exporters new to Western Europe learn the essentials of doing business there. Each NEXOS mission focusses 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 normally provides a transportation and accommodation package, and pays for common ground transportation.

Contact:

Western Europe Trade, Investment and Technology
Division (RWT)
Department of Foreign Affairs and International Trade
125 Sussex Drive
Ottawa, Ontario
K1A 0G2
Telephone: (613) 995-6438



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 DFAIT trade offices around the world. The program initially focussed 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 North American Free Trade Agreement (NAFTA).

The Department works closely with Industry Canada and provincial and municipal governments to identify investment priorities in Canada.

Contact the nearest International Trade Centre nearest you (see Table of Contents) or:

Export and Investment Programs Division (TPE)
Department of Foreign Affairs and International Trade
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 shares up to 50 percent of eligible expenses and must be requested in advance. Program financial assistance is a repayable contribution, not a grant. Funded activities include:

- Market Development Strategies, which consist of a package of support for visits, trade fairs, and market support initiatives, under one umbrella of the company's year-long marketing plan.
- Small or New-to-Exporting Companies, which provides a vehicle for these companies to seek out individual export opportunities, either through a market identification visit or participation in an international trade fair.
- Capital Projects Bidding for specific projects outside Canada involving international competition/formal bidding procedures.
- Special Activities undertaken by non-sales trade associations on behalf of their member companies.

Over ▷

Government-Planned Activities

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



RENAISSANCE EASTERN EUROPE

The Renaissance Eastern Europe (REE) program's objective is to help Canadian companies position themselves in the emerging markets of Central and Eastern Europe and the former Soviet Union, and to assist in their transition to market economies through the transfer of technology and Western business practices. Although REE is not a trade promotion program (it is the commercial component of Canada's technical assistance package for the region), REE cost-shares certain business expenses and is complementary to the Program for Export Market Development (PEMD). Funding is available to Canadian companies for two types of projects in the region:

- feasibility studies leading to the formation of joint ventures or subsidiaries, or structured co-operation agreements with local firms, and/or a direct investment; and
- training programs related to the above.

In addition to the commercial benefits expected for the Canadian firm, a REE project must provide the following benefits to the recipient country: a transfer of technology, a long-term commitment by the Canadian firm to the project, and an investment in the new organization. The REE program does not cover market identification visits or general market studies, capital project bidding, or the establishment of sales offices or distribution networks. Eligible expenses are cost-shared with the company, and the maximum contribution per project is \$100 000.

Over ▷

Companies eligible for the REE program must satisfy the following criteria, among others:

- company has been in operation for at least three years;
- company has annual revenues exceeding \$1 million (\$500 000 for professional and service firms);
- company has the required financial, marketing and managerial capabilities;
- company is export-ready; and
- company has visited the target country within the last 12 months.

For further information on the REE program, please contact your local International Trade Centre, or:

Renaissance Eastern Europe Section
Central and Eastern Europe Trade Development
Division (RBT)
Department of Foreign Affairs and International Trade
Ottawa, Ontario
K1A 0G2
Telephone: (613) 996-0105
Fax: (613) 995-8783

Canada



TECHNOLOGY INFLOW PROGRAM (TIP)

Program Objectives: The Technology Inflow Program (TIP) helps Canadian companies acquire foreign technology to develop new Canadian products, processes and services.

TIP helps companies acquire technology in two ways.

- Technology development offices located in posts abroad advise companies on technology sourcing, licensing and strategic partnerships, as well as visitor services.
- The Industrial Research Assistance Program (IRAP) provides financial assistance to companies for travelling abroad to investigate foreign technology acquisition and for working visits to assimilate the technology. These services are provided domestically through the National Research Council IRAP Industrial Advisors (ITAs) and internationally through DFAIT Technology Development Officers (TDOs).

Terms and Conditions: TIP funding is based on cost-sharing principles. Contributions are provided to support international travel and living expenses. Support for specific TIP projects will not normally exceed \$10 000.

Eligibility: Incorporated (or registered) Canadian companies with fewer than 500 employees.

Over ▷

Contact: Applications may be made through your regional IRAP office and

National Research Council Canada
Industrial Research Assistance Program
Montreal Road, Bldg. M-55
Ottawa, Ontario K1A 0R6
Tel: (613) 993-5326
Fax: (613) 952-1086

or

The TIP Officer
Technology Inflow Program
Export and Investment Programs Division (TPE)
Department of Foreign Affairs and International Trade
125 Sussex Drive
Ottawa, Ontario K1A 0G2
K1A 0G2
Tel: (613) 992-7883
Fax: (613) 995-5773

Canada



TOURISM MARKET DEVELOPMENT ABROAD



DFAIT works together with Canadian tourism authorities to promote Canada as a competitive international travel destination.

With the support of public- and private-sector partners, DFAIT and Tourism Canada (a branch of Industry Canada) work to increase tourism export revenues from select international markets.

Through DFAIT, Tourism Canada delivers comprehensive, strategically integrated marketing, advertising and public relations programs in both primary and secondary international markets. It provides DFAIT with operational direction and shares funding for delivery of posts level tourist market development activities.

DFAIT tourism officers at trade offices abroad:

- provide information on tourism market opportunities, local competition, business customs, distribution networks and strategic contacts;
- facilitate market access for the Canadian tourism industry, through organization and/or participation in local trade shows, travel promotions, and so on;
- organize and/or implement co-operative tourism marketplaces and promotions that bring together Canadian tourism product sellers with potential local buyers, distributors and travel trade representatives;
- organize Canadian tours and site inspections for foreign tourism media, the travel trade and business travel influencers;

Over ▷

- disseminate information about new Canadian tourism products and services;
- represent the interests of Canadian provinces/territories in foreign markets, especially in those areas where they do not have representation.

A total of 23 DFAIT posts around the world (15 in the United States plus one each in Paris, London, Dusseldorf, Tokyo, Sydney, The Hague, Seoul and Taipei) have full-time tourism officers. In addition, 100 trade commissioners at DFAIT posts around the world provide tourism marketing support.

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

United States Trade and Tourism Development
Division (UTO)
Department of Foreign Affairs and International Trade
125 Sussex Drive
Ottawa, Ontario
K1A 0G2
Telephone: (613) 944-7344

For information on the federal international tourism market programs, contact:

Industry Canada
Tourism Canada
235 Queen Street
Ottawa, Ontario K1A 0H5

United States	(613) 954-3810
Europe	(613) 954-3838
Asia/Pacific	(613) 954-3975
Canada	(613) 954-7577
St. John's:	(709) 772-4908
Charlottetown:	(902) 566-7445
Halifax:	(902) 426-9306
Moncton:	(506) 851-6455
Montréal:	(514) 283-4002
Toronto:	(416) 973-5074
Winnipeg:	(204) 983-2396
Regina:	(306) 780-6094
Calgary:	(403) 292-4575
Vancouver:	(604) 666-1429
Whitehorse:	(403) 668-4655
Yellowknife:	(403) 920-8574

Canada



**CANADIAN
INTERNATIONAL
DEVELOPMENT
AGENCY (CIDA)**

The Canadian International Development Agency (CIDA) provides most of the Canadian international development assistance in some 100 countries. CIDA's Industrial Co-operation 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 Co-operation Program (INC) offers financial incentives to Canadian firms to develop long-term arrangements for business co-operation and to carry out project definition studies in developing countries. To be eligible for CIDA-INC funding assistance, proposals must clearly demonstrate 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, and so on).

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

Canadian International Development Agency
External Business Relations
200 Promenade du Portage
Hull, Quebec
K1A 0G4
Telephone: (819) 997-7775

Over ▷

To register as a potential supplier, contact:

Public Works and Government Services Canada
Statistical Information and Data Management Branch
Place du Portage, Phase III
11 Laurier Street
Hull, Quebec
K1A 0S5
Telephone: (819) 956-3444

**EDC**

EDC is a customer-driven financial services corporation dedicated to helping Canadian business succeed in the global marketplace. EDC facilitates export trade and foreign investment through the provision of risk management services, including insurance, financing and guarantees, to Canadian companies and their global customers.

EDC's programs fall into four major categories:

- export credits insurance, covering short- and medium-term credits;
- performance-related guarantees and insurance, providing cover for exporters and financial institutions against calls made on various performance bonds and obligations normally issued either by banks or surety companies;
- foreign investment insurance, providing political risks protection for new Canadian investments abroad; and
- export financing, providing medium- and long-term export financing to foreign buyers of Canadian goods and services.

Over ▷

For information on the full range of EDC services, contact any of the following EDC offices:

HEAD OFFICE

151 O'Connor Street
Ottawa, Ontario
K1A 1K3
Telephone: (613) 598-2500
Fax: (613) 237-2690
Telex: 053-4136
Public Inquiry: (613) 598-2739

HALIFAX

Purdy's Wharf Tower II
1969 Upper Water Street
Suite 1410
Halifax, Nova Scotia
B3J 3R7
Telephone: (902) 429-0426
Fax: (902) 423-0881

MONTREAL

800 Victoria Square, Suite 4520
P.O. Box 124
Tour de la Bourse Postal Station
Montréal, Quebec
H4Z 1C3
Telephone: (514) 283-3013
Fax: (514) 878-9891

OTTAWA

151 O'Connor Street
Ottawa, Ontario
K1A 1K3
Telephone: (613) 598-2992
Fax: (613) 598-3098

TORONTO

150 York Street, Suite 810
P.O. Box 810
Toronto, Ontario
M5H 3S5
Telephone: (416) 973-6211
Fax: (416) 862-1267

LONDON

148 Fullarton Avenue
Suite 1512
London, Ontario
N6A 5P3
Telephone: (519) 645-5828
Fax: (519) 645-5580

WINNIPEG

330 Portage Avenue, 8th Floor
Winnipeg, Manitoba
R3C 0C4
Telephone: (204) 983-5114
Fax: (204) 983-2187
(Serving Manitoba and Saskatchewan)

CALGARY

510-5th Street S.W.
Suite 1030
Calgary, Alberta
T2P 3S2
Telephone: (403) 292-6898
Fax: (403) 292-6902

VANCOUVER

505 Burrard Street
Suite 1030
Vancouver, British Columbia
V7X 1M5
Telephone: (604) 666-6234
Fax: (604) 666-7550

Canada

The logo for the Canadian Commercial Corporation (CCC) features the company name in a bold, serif font. The word 'CANADIAN' is at the top, 'COMMERCIAL' is in the middle, and 'CORPORATION (CCC)' is at the bottom. There are three small, square, textured icons: one above 'CANADIAN', one to the left of 'COMMERCIAL', and one above 'CORPORATION'.

**CANADIAN
COMMERCIAL
CORPORATION (CCC)**

Canadian Commercial Corporation (CCC) offers exporters a wide range of services designed to help them conclude sales to foreign governments and international agencies. In such transactions, CCC assumes the role of prime contractor and assists the Canadian supplier through all phases leading to the conclusion of a transaction.

CCC's participation, on behalf of the Government of Canada, normally guarantees performance of the contract. This enhances the supplier's credibility while increasing the customer's confidence. The Corporation takes part in the negotiations and signs the contract with the customer. It then follows through on all aspects leading to the implementation of the contract, including payment to suppliers and collection from customers.

Exporters using the services of CCC benefit from the authority, technical expertise and support of the Canadian government in their foreign export ventures. For further information, please ask for the CCC Infokit at the number shown below.

Contact:

Communications and Awareness Unit
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 sourcing system used by 1200 trade staff around the world.

It currently lists over 21 000 Canadian firms and includes for each: products and services available for export, foreign markets/countries that the firm is considering or in which it is currently active, and contacts within the company responsible for export activities.

All entries are accessible only to DFAIT or other trade officials active in identifying export trade opportunities.

Using WIN Exports, DFAIT trade development officers can:

- identify Canadian suppliers able to respond to sales opportunities;
- make appropriate contacts on behalf of Canadian companies; and
- report back with advice to help them make informed decisions.

WIN Exports companies automatically receive *CanadExport*, the Department's trade newsletter. Exporting companies who are registered on the Business Opportunities Sourcing System (BOSS) — a domestic sourcing system operated by Industry Canada — are automatically registered in WIN Exports. Registration in WIN Exports or BOSS is required for PEMD funding (see Table of Contents).

Over ▷

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

Trade Information Systems Division (TPP)
Department of Foreign Affairs and International Trade
125 Sussex Drive
Ottawa, Ontario K1A 0G2
Telephone: (613) 996-5701
Fax: (613) 992-3004

**CANADEXPORT**

CanadExport is DFAIT's trade newsletter, distributed to 38 500 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, 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;
- special reports and updates on trade-related issues of interest to exporters: the North American Free Trade Agreement, and Multilateral Trade Negotiations, and so on;
- supplements on other departments and agencies relating to international trade programs and activities.

Over ▷

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

Contact:

Trade Communications Division (BCT)
Department of Foreign Affairs and International Trade
125 Sussex Drive
Ottawa, Ontario K1A 0G2
Telephone: (613) 996-2225
Fax: (613) 992-5791



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:

So You Want to Export?

- Gives business people an overview of what is involved in exporting. It also provides names of persons and organizations to contact.

Export Guide — A Practical Approach

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

Export Documentation and Foreign Collections

- This document should be used as a complement to the previous one. It contains more detailed and more technical information on the documents required by the various parties involved in international trade such as carriers, insurance companies, banks and government authorities.

Selecting and Using Foreign Agents and Distributors

- This publication is designed for exporters who are examining foreign market representation options, and for companies that have received an unsolicited proposal from a potential agent or distributor and require guidance in the assessment process.

Over ▷

Directory of the Canadian Trade Commissioner Service

- Lists DFAIT offices and trade commissioners abroad with foreign trade, tourism and investment responsibilities, as well as the International Trade Centres in Canada.

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.

For these and other publications contact InfoCentre:

Toll free: 1-800-267-8376

Ottawa callers: (613) 944-4000

Fax: (613) 996-9709


**INTERNATIONAL
TRADE DATA BANK**

The DFAIT Library operates the International Trade Data Bank, to provide up-to-date trade statistics to Canadian business, government officials and others interested in international trade.

Based on data from the United Nations, it can provide export and import figures for 60 major trading nations, as well as for groupings such as the European Union (EU) and the Organization for Economic Co-operation and Development (OECD). Customized analyses are prepared upon request.

Contact:

Library Services Division (MKS)
Department of Foreign Affairs and International Trade
125 Sussex Drive
Ottawa, Ontario K1A 0G2
Telephone: (613) 992-6941 or
(613) 995-3711

CANADEXPORT/ WIN EXPORTS REGISTRATION FORM

Valuable Export News

DFAIT's bi-monthly trade newsletter *CanadExport* keeps 38 500 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 DFAIT trade officers around the world identify Canadian suppliers or sales opportunities in their territories.

Canadian firms registered in the WIN Exports data bank keep trade commissioners abroad aware of their capabilities and interest, 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 Division (BCT)
Department of Foreign Affairs and International Trade
125 Sussex Drive
Ottawa, Ontario
K1A 0G2

Canada

LIBRARY E A/BIBLIOTHEQUE A E

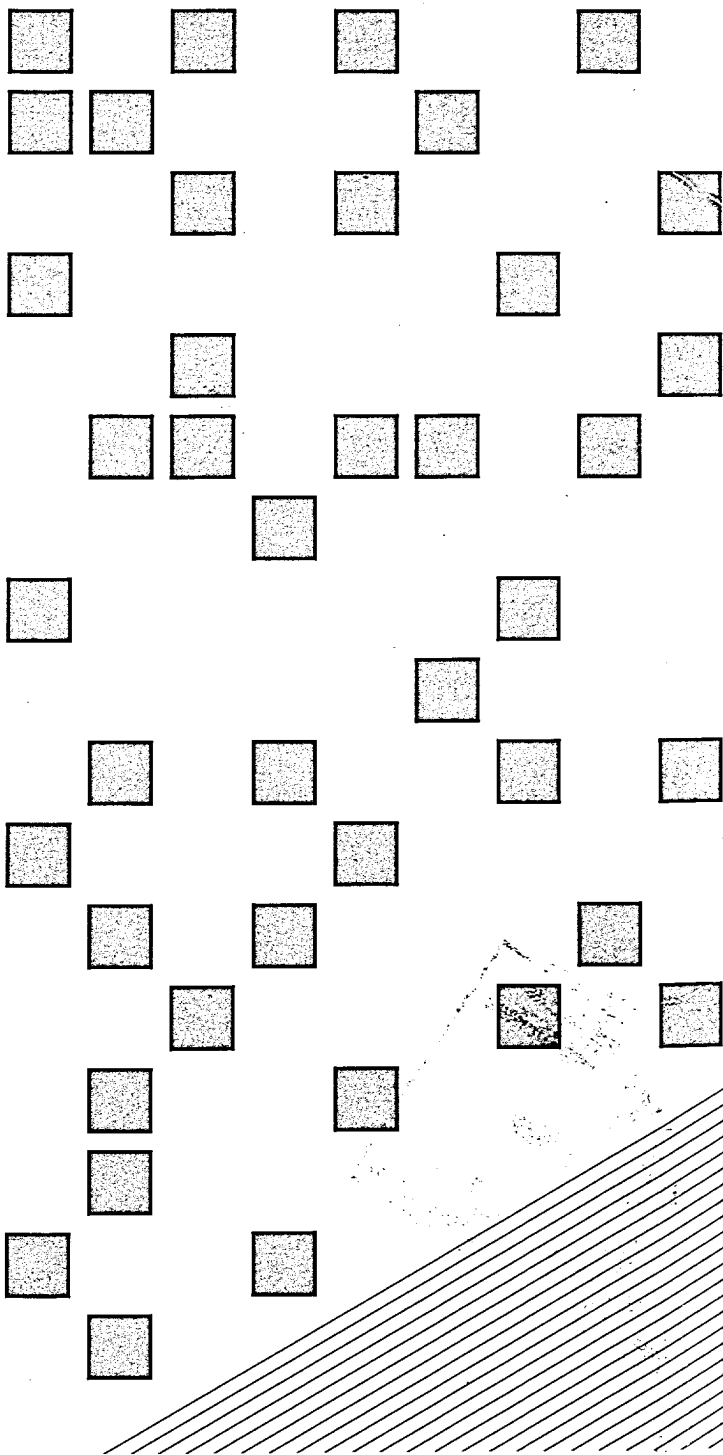


3 5036 20014110 2

Dept. of External Affairs
Min. des Affaires extérieures

DEC 1 1994

RETURN TO DEPARTMENTAL LIBRARY
RETOURNER A LA BIBLIOTHEQUE DU MINISTERE



Canada

Department of Foreign Affairs
and International Trade

Ministère des Affaires étrangères
et du Commerce international