



International Trade

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Key Objective: Increase Trade

- ❖ Focus on growth in our priority markets and sectors
- ❖ Promote International Trade by offering value-added services
 - one-on-one consultation
 - in-market support
 - educational programs and seminars
- ❖ Adapt to changing environment
 - pursue opportunistic leads
 - adopt integrative trade approach
 - develop new programs/activities
- ❖ Leverage our international presence



What is our mandate

Increase the number of successful Ontario exporters

- ❖ Assist Ontario firms to export or expand into new markets
- ❖ Assist Ontario firms to accelerate along the 'learning curve' and compete successfully in international markets
- ❖ Showcase Ontario's products and services internationally
- ❖ Build a 'global mindset' at the community level

Most Programs/Activities are delivered in partnership with key stakeholders and community partners



Who we are

❖ 20 International Marketing Consultants

- Geographic focus = market expertise
- Priority sectors within each market
- Multilingual capabilities (14+ languages)
- Community Export Specialist

❖ 4 contracted in-market consulting firms (ITDC)

- Mexico, Brazil, Chile, Gulf States

❖ Three sections

- United States and European Union (US & EU)
- China, E. Europe, Middle East, Latin America (ROW)
- S/SE Asia, Africa, Special Projects



Our clients

❖ Small- and medium-sized companies (SMEs), which:

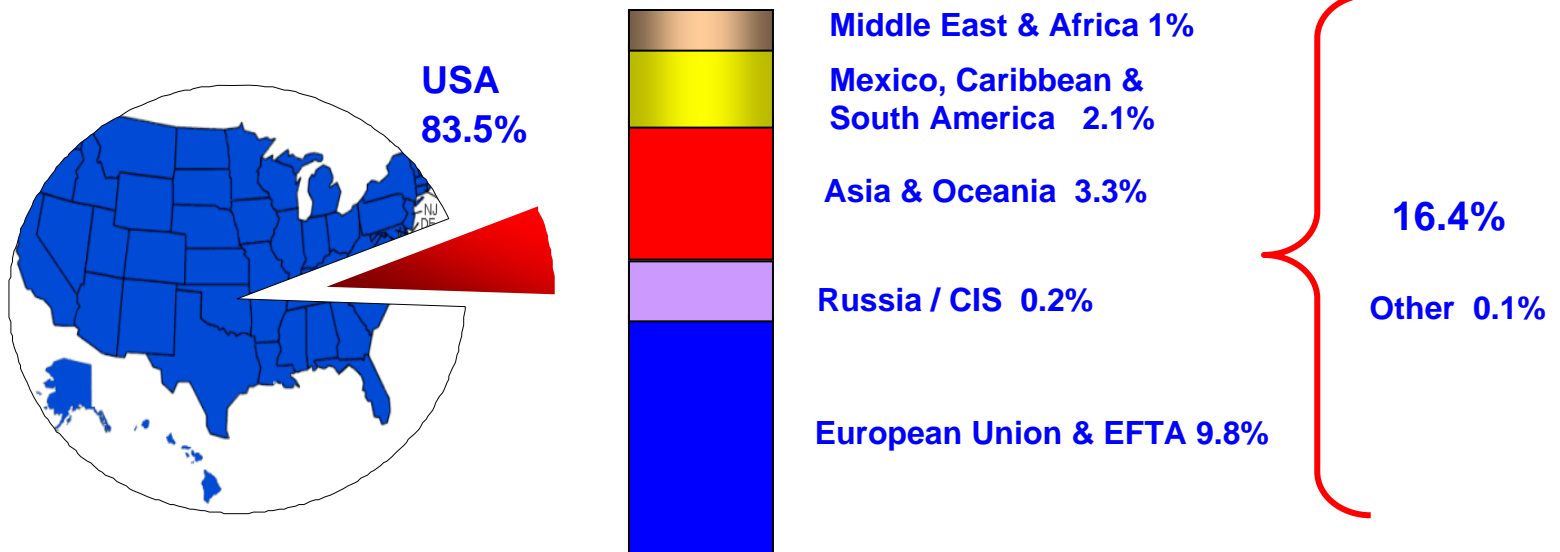
- Manufacture/transform products in Ontario, and/or
- Have exportable services: e.g. architectural design and engineering services, and/or
- Have proprietary technology, AND
- **Have an export mandate**

❖ SMEs defined as:

- Having sales under \$100 million
- Larger firms have greater internal resources and turn to us primarily for advocacy, trouble-shooting and market consulting

Ontario's Markets

Ontario's Exports - Destinations



Statistics Canada 2007



Priority Sectors

- ❖ Aerospace
- ❖ Advanced Manufacturing & Industrial Machinery
- ❖ Automotive
- ❖ Construction and Infrastructure
- ❖ Environment and Energy
- ❖ Information Technology
- ❖ Life Sciences
- ❖ Business & professional services (Architectural design; engineering services; urban planning; educational services)
- ❖ Finance – multi-lateral development banks

Where do we focus - Markets

Developed markets

- ❖ NAFTA
 - USA
 - Mexico
- ❖ European Union
 - UK
 - France
 - Germany
 - Benelux
- ❖ Israel
- ❖ Japan

Emerging Markets

- ❖ South America
 - Brazil
 - Chile
- ❖ Asia
 - China
 - India
- ❖ Russia / CIS
- ❖ Turkey
- ❖ Gulf States
- ❖ Sub-Saharan Africa
 - EAC, SADC, ECOWAS, COMESA

What We Do For Ontario Companies

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- ❖ **Assist Ontario firms to begin or expand exporting by providing:**
 - Export education
 - Lead identification and commercial intelligence
 - Business-to-business matchmaking
 - ❖ **Assist Ontario firms to grow and compete successfully in international markets by:**
 - Matching Ontario export capabilities to market opportunities
 - Identifying new customers, partners or distributors for Ontario companies
 - Providing guidance on outbound investment
 - Organizing customized programs in key markets
 - Providing advocacy services

What We Do For Ontario Companies

- ❖ **Showcase Ontario's products and services internationally**
 - Ontario pavilions at key international & regional exhibitions/tradeshows
 - Lead signature missions, e.g. led by the Premier or Minister
- ❖ **Build a 'global mindset' at the community level**, e.g. working with local business councils, trade associations, municipal governments
- ❖ **Deliver programs/activities in partnership with key stakeholders**

What We Do For International Clients

- ❖ **As an international representative of the Government of Ontario, the Ministry assists international clients by:**
 - Identifying qualified Ontario suppliers of goods, services and training
 - Liaising between international clients and Ontario suppliers
 - Identifying qualified partners and distributors in Ontario for specific services or products
 - Identifying opportunities and locations in Ontario for business investment and immigration



What We Do For International Clients

- ❖ **As an international representative of the Government of Ontario, the Ministry assists international clients by:**
 - Identifying sources of financing
 - Working with Ontario companies, the Canadian Government, trade associations and business councils to develop and deliver appropriate programs in Ontario for **incoming business delegations**
 - Responding to international governments' requests for access to information and contact within the Ontario Government, i.e. programs and services within the public sector domain





Programs

❖ Trade Missions and Exhibitions

- New Exporters to Border States (NEBS)
- IT Exporters to the US (ITEXus)
- New Exporters to the UK (NEX-UK)
- Virtual Trade Missions (VTMs)
- Key international & regional trade exhibitions
- Premier/ Minister led missions (e.g. China 2005; India 2007)

❖ Export seminars and partnering events

- Export skills / Community Export Development
- Market specific seminars

❖ In-market support and in-market consultants

❖ Site visits and meetings with decision-makers and influencers

❖ Incoming buyers/delegations



Events planned for 2009-2010

AFRICA EVENTS:

- ❖ East Africa Power & Infrastructure Convention – August 2009, Dar es Salaam
- ❖ AfriCom tradeshow – November 2009, Cape Town
- ❖ “Business Opportunities in Angola” videoconference – February 2010, Toronto

IFI EVENTS:

- ❖ Water Supply and Sanitation Opportunities Financed by the International Financial Institutions – trade mission to Washington, D.C., June 16 & 17, 2009



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