

The Canadian Trade Commissioner Service

Everywhere you do business



What Can a Canadian Trade Commissioner Do for You?

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Edmonton, Alberta



Foreign Affairs and
International Trade Canada

Affaires étrangères et
Commerce international Canada

Canada 

The 5th Wave

By Rich Tennant



“Well, there’s another caravan that didn’t stop. Something tells me we should have done some market research.”

What is the Trade Commissioner Service?

A global network of international business professionals

140 offices abroad and 17 regional offices in Canada.

19 Offices in Africa with Trade Commissioners

More than 800 Trade Commissioners overseas, 100 across Canada.

In Alberta...

2 Regional Offices (Calgary and Edmonton)

Priority sectors:

Aerospace, Defence & Security,
Oil & Gas Equipment & Services,
Environmental Industries,
Life Sciences,
Business Services & Education,
Information & Communication Technologies,
Investment Attraction & Retention

Partners:

Information Technologies: **Industry Canada**
Agri-Food: **Agriculture & Agri-Food Canada**
Housing: **Canada Mortgage & Housing Corp.**

Promote Canada's Economic Interests in the Global Market Place

- Foreign market access
- Trade leads
- Exporting
- Business contacts
- Events
- Technology transfer
- Licensing agreements
- Joint venture development
- Investment in/from Canada

Our clients

- are small, medium and large companies;
- are established in Canada;
- do business abroad; and
- have researched target market(s).

We help you

- Export
- Invest abroad (CDIA)
- Seek technology and capital
- Develop R&D partnerships

Delivering value to businesses

We can help your company succeed globally and lower your costs of doing business through four key services:

1. Preparation for international markets
2. Market-potential assessment
3. Qualified contacts
4. Problem solving

Preparing for international markets

Our trade commissioners in Canada help you:

- determine whether you are internationally competitive;
- decide on a target market;
- collect market and industry information; and
- enhance your international business strategies to **export, invest and innovate.**

Assessing market potential

Trade commissioners in Canada and abroad can help you assess your business' market potential with

- market intelligence, and
- advice on improving your market penetration strategy.

“The TCS took the time to understand our technology and then helped us with a market-entry approach. This saved us time and money!”

Nelson Dass, ALTINEX, Mississauga, Ontario

Finding qualified contacts

Global reach

The TCS has contacts abroad that can bolster your business' success and provide the local knowledge you need.

Canadian presence

The TCS can link you to the vast Canadian trade network, trade missions, and advise you on trade fairs in your sector.

“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, Quebec

Resolving problems

Issues abroad are bound to arise.

As officials of the Government of Canada, trade commissioners have the necessary **access, credibility and experience** to open doors.

“People recognize the significance of the TCS. All over the world the Canadian government is highly perceived and the TCS uses that position to help and support Canadian companies around the globe.”

Orlando Morante, Imaging Dynamics, Calgary

Our Service Standards

- At a minimum, respond to an enquiry within five working days of receiving it.
- If we cannot help, we will refer to another partner or local service provider.
- We treat all requests confidentially.

The Virtual Trade Commissioner (VTC)

(www.tradecommissioner.com)

Markets are constantly changing. The VTC allows you to receive the latest insights, including

- access to current market reports, country information, business opportunities, sector-specific news, trade events and more.
- assistance from VTC partners:
 - Agriculture and Agri-Food Canada, Canadian Heritage, EDC and the CCC.

Other Resources

Foreign Affairs and International Trade Canada

(www.international.gc.ca)

- **Travel Reports / Warnings & Registration Abroad**
(www.voyage.gc.ca)
- **Canadian Economic Sanctions**
(www.international.gc.ca/sanctions/)
- **Updates on Trade Negotiations and Agreements (TNA)**
- **Export Controls** – (<http://www.international.gc.ca/controls-controles/>)
- **Search Trade Barriers - CIMAR database of trade barriers**
- **2008 Step-by-Step Guide to Exporting**
(www.tradecommissioner.gc.ca/eng/guide-exporting.jsp)

Thank You

Contact us today

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Everywhere you do business

110+ years of experience
150+ cities worldwide
17 regional offices across Canada

tradecommissioner.gc.ca