



# International Trade

Presentation by  
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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 begin exporting 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 Administrative Assistants

## ❖ 4 contracted in-market consulting firms (ITDC)

- Mexico, Brazil, Chile, Gulf States (GCC)

## ❖ 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:

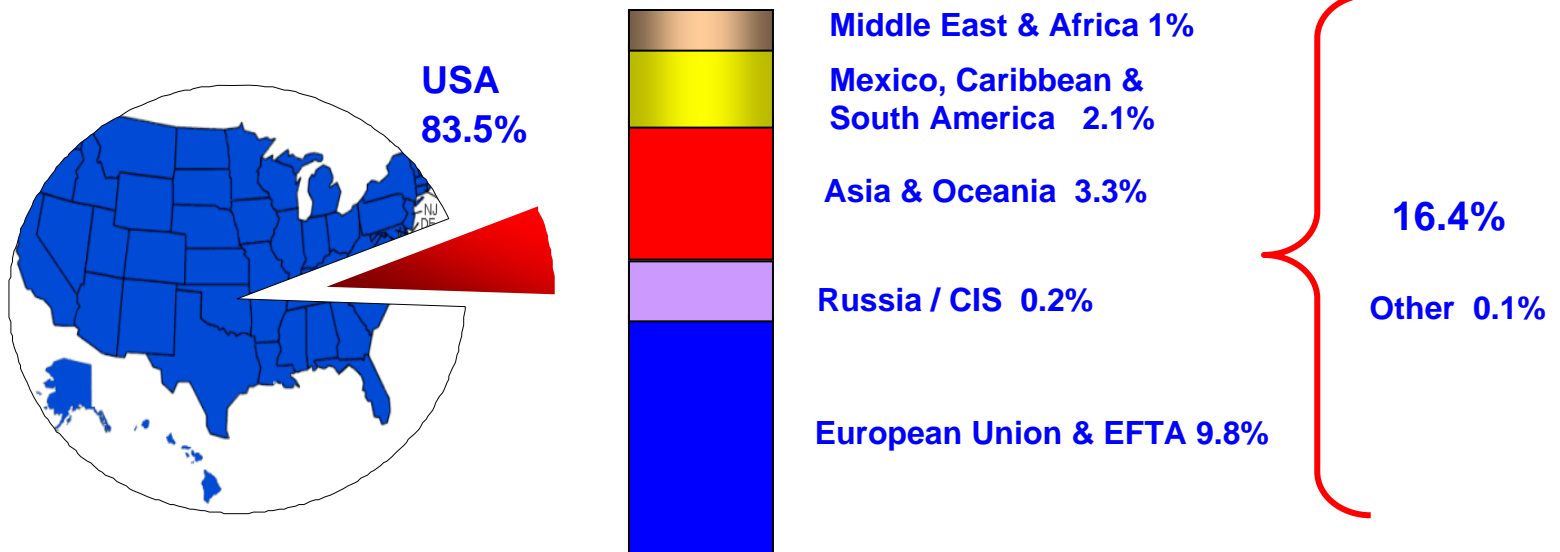
- Manufacture/transform products in Ontario, and/or
- Have exportable services: e.g. architectural design and engineering services, and/or
- Have proprietary technology, AND
- **Have an export mandate**

## ❖ 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 – international financial institutions

# 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
  - South Africa, Angola, Kenya, Tanzania, Ghana

# What We Do

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- ❖ **Assist Ontario firms to begin exporting or expand into new markets by providing:**
    - 1:1 market consulting
    - Export education
    - Lead identification and commercial intelligence
    - Business-to-business matchmaking
  - ❖ **Assist Ontario firms to accelerate along the 'learning curve' and compete successfully in international markets by:**
    - Matching Ontario export capabilities to market opportunities
    - Identifying new customers for Ontario exporters
    - Providing guidance on outbound investment (CDIA)
    - Organizing customized programs in key markets
    - Providing advocacy services
  - ❖ **Showcase Ontario's products and services internationally**
    - Ontario pavilions at key international & regional exhibitions
    - Organize signature missions, sometimes led by Premier/Ministers
  - ❖ **Build a 'global mindset' at the community level**
  - ❖ **Most Programs/Activities are delivered in partnership with key stakeholders**



# 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) -- videoconferences
- 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, e.g. International Financial Institutions, Capital projects and Infrastructure, Tunisia

## ❖ In-market support and in-market consultants

## ❖ Site visits and meetings with decision-makers and influencers

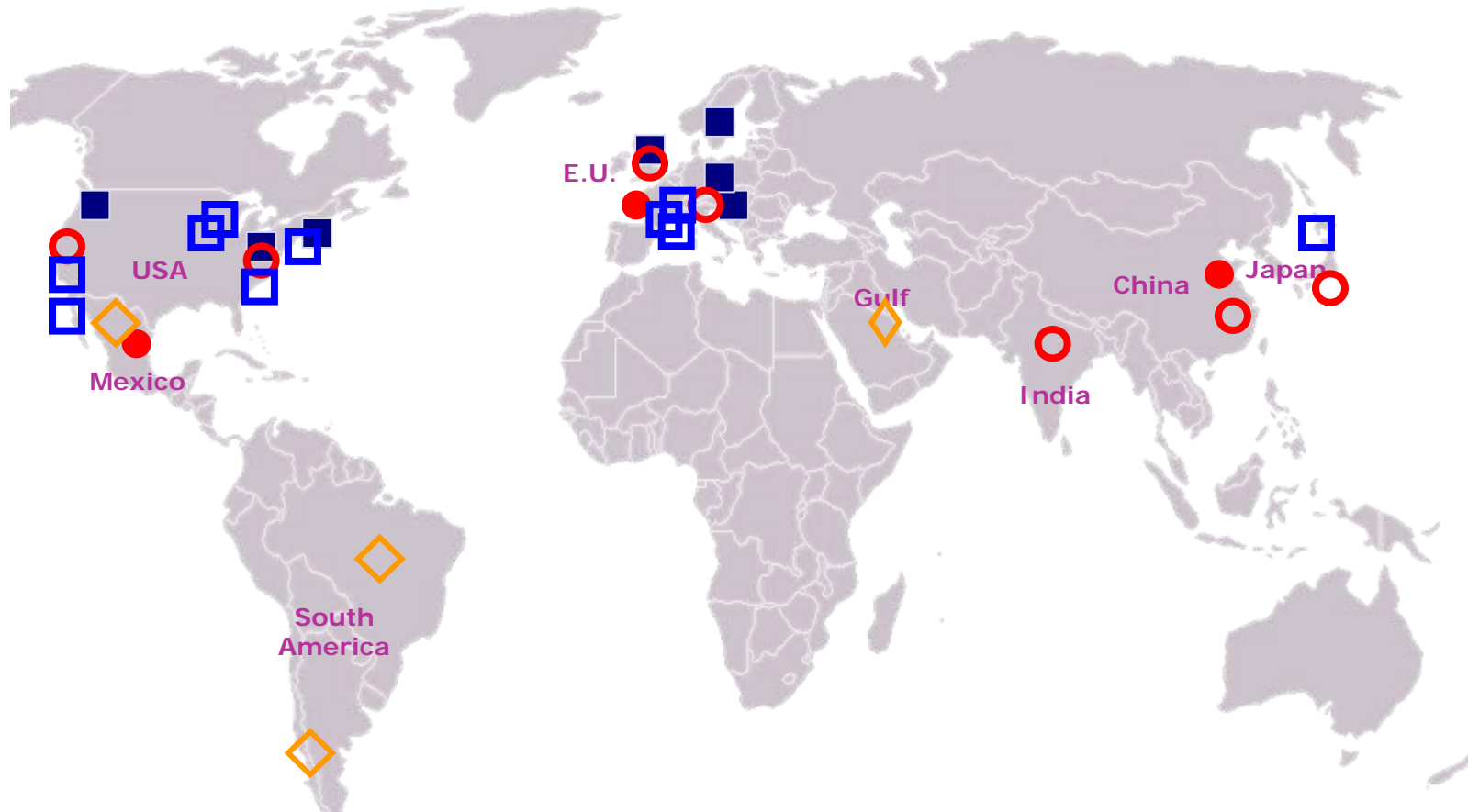
## ❖ Incoming buyers/delegations



## Examples of Planned Events, 2009-10

- ❖ Trade Mission to the World Bank, Inter-American Development Bank and Asian Development Bank, June 2009, Washington, D.C.
- ❖ East Africa Power & Infrastructure Mission and EAPIC Tradeshow, September 2009, Ethiopia, Kenya and Tanzania
- ❖ ICT/telecom trade mission to South Africa and AfriCom tradeshow, November 2009, South Africa
- ❖ “Business Opportunities in Angola” videoconference, February 2010, Toronto

# Ontario's Presence Abroad



## International Marketing Centres (IMCs):

- Existing: Munich, New York, Shanghai, New Delhi, London, Los Angeles, Tokyo
- Opened in 2007: Beijing, Paris, Mexico City

## International Trade Development Consultants (ITDCs):

- ◇ Chile, Brazil, Mexico
- ◆ GCC Opened in 2008

## International Business Development Consultants (IBDCs):

- US (6), Germany (3), France (1), Japan (1)
- Go North: UK (1); US (1)



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