

The Canadian Trade Commissioner Service

Everywhere you do business



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Foreign Affairs and
International Trade Canada

Affaires étrangères et
Commerce international Canada

Canada

Foreign Affairs and International Trade Canada (DFAIT)

- Represents Canada around the world through
 - embassies, consulates and trade offices,
 - participation in multilateral institutions, and
 - international treaties and arrangements.
- DFAIT's four key functions
 - Coordinating international policy-making
 - Promoting Canadian interests, values and expertise abroad
 - Assisting Canadians by providing global commerce, consular and passport services
 - Supplying a physical platform outside Canada

The Canadian Trade Commissioner Service (TCS)

Canada's most comprehensive network of international trade professionals.

The TCS promotes Canada's economic interests in the global marketplace.

Located in

- more than 150 cities worldwide, and*
- 18 offices across Canada.*

Our clients

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

We help you

- Export
- Invest abroad
- 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 all of which are free:

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

Making it happen

Our services are delivered through

- our 18 offices across Canada
- our 150+ offices abroad
- our partners
- the online Virtual Trade Commissioner (more on this shortly...)

**The Canadian Trade
Commissioner Service**

Everywhere you do business

The Virtual Trade Commissioner (VTC)

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.
- Single-service window to information and international business services
- Free service available 24 hours a day, 7 days a week.
- Secure, direct access to our partners and over 1,000 trade commissioners in Canada and abroad.
- Quality and up-to-date content.
- VTC partners include Agriculture and Agri-Food Canada, Canadian Heritage, EDC and the CCC.

VTC: Sneak peak

The screenshot displays the Virtual Trade Commissioner (VTC) web application interface. At the top, it features the Government of Canada logo and the text "Government of Canada / Gouvernement du Canada" and "Canada". The main header includes the title "Virtual Trade Commissioner" and the URL "www.infoexport.gc.ca". Below the header is a navigation bar with links for "Français", "Home", "Contact Us", "Help", "Search", and "canada.gc.ca".

The main content area is divided into several sections:

- My VTC:** A sidebar menu with options: "Customize Page", "Modify Personal Profile", "View Organization Profile", "Change my password", and "Log Out".
- Virtual Trade Commissioner:** A central panel with a search form. It includes a "Select a sector" dropdown menu (currently showing "Agriculture, Food and Beverages") and a "Select a market" dropdown menu (currently showing "China"). A "Go" button is next to the market dropdown. Below the form, it says "Invite a client to register for a VTC by clicking [here](#)."
- New on My VTC:** A sidebar menu with news items: "Patents: Fuelling the fire of genius", "Canadian business to compete at Beijing Games (TRIO) Hibiscus Cannabis - Business Lead", and "EDC: Want to ensure you get paid on export deals? [Click Here](#)".
- ASSISTANCE:** A central panel with a sub-section "My Contact in China" featuring a profile for "Ms. Leanne Yi", Trade Commissioner, Guangzhou, China, with a local date/time of "April 22, 2008 4:09" and a "More contacts" link. To the right, under "Ask someone to help me...", there are three links: "Refine My Strategy" (Plan for business success), "Find a Lead or Partner" (Identify potential customers / partners), and "Pursue a Lead" (Turn a business lead into a potential transaction). Below these is "Close the Deal" (Make a potential transaction into a signed contract).
- SELF-SERVE:** A section at the bottom of the main content area.

Register at:
tradecommissioner.gc.ca

Other Tools in the Exporter's Toolkit - 1

- Canada Business Network

- Information on topics including:

- Starting a Business
 - Grants and Finances
 - E.g. Export Market Access program (<http://exportaccess.ca/>)
 - Exporting
 - Business Planning
 - Marketing and Sales
 - Among other topics



- www.canadabusiness.ca

- In Ontario, the Canada-Ontario Business Service Centre:

- Business Info-Line Toll-free: 1-888-745-8888 Local: 1-416-212-8888 (a collaboration between ServiceOntario and Industry Canada)

- Information on topics such as:

- 1. Starting a business, including thinking about or growing a business and business planning
 - 2. Paying Taxes
 - 3. Hiring and Staffing
 - 4. Publications, approvals or licensing such as vehicle or alcohol and gaming

- http://www.cobsc.org/en/business_info_line.cfm



Other Tools in the Exporter's Toolkit – 2

- Government of Ontario 
 - Ministry of Economic Development and Trade
 - Your Guide to Small Business
 - http://www.ontariocanada.com/ontcan/1medt/smallbiz/en/sb_yrguide_main_en.jsp
 - Ontario Business Program Guide
 - http://www.ontario.ca/en/business_program/index.htm
 - Trade Missions Calendar
 - <http://www.ontarioexports.com/calendarevents/default.asp>
- City of Toronto
 - Enterprise Toronto 
 - Business registration, seminars, online permits and licences (BizPal)
 - <http://www.enterprisetoronto.com/>

Other Tools in the Exporter's Toolkit - 3

- Export Development Canada (EDC)
 - Accounts Receivable Insurance
 - Working Capital Solutions
 - Contract Bonding Services
 - Foreign Buyer Financing
 - EXPORTCheck
 - Publications (e.g. ExportWise, Country Information, commentary)
 - Global Export Forecast
 - <http://www.edc.ca/english/index.htm>

Other Tools in the Exporter's Toolkit - 4

- Canadian Commercial Corporation (CCC)
 - Support for Canadian companies
 - contracting into the defence sector, primarily with the United States
 - contracting into emerging and developing country markets.
 - Through 2 principal services:
 - prime contractor service
 - procurement service
 - <http://www.ccc.ca/eng/home.cfm>



Other Tools in the Exporter's Toolkit - 5

- BDC
 - Financing services
 - Consulting
 - Articles and Tools
 - <http://www.bdc.ca/en/home.htm>



- Industry Canada
 - Trade Data Online
 - Canadian Importers' Database
 - Canadian Company Capabilities
 - http://www.ic.gc.ca/eic/site/ic1.nsf/eng/h_00081.html



- Step by Step Guide to Exporting
 - <http://www.tradecommissioner.gc.ca/eng/guide-exporting.jsp>

Other Tools in the Exporter's Toolkit - 6

- **Country Guides**
 - Exporting to the US – A Guide for Canadian Businesses (DFAIT)
 - <http://www.tradecommissioner.gc.ca/eng/exporting-to-united-states.jsp>
 - USA, China, India, “Discover New Markets” (EDC)
 - http://www.edc.ca/english/publications_11752.htm
- **Export USA Webinar Series**
 - Topics included:
 - Banking Tips
 - Practical Tax Advice
 - US Customs Compliance and Documentations
 - <http://www.tradecommissioner.gc.ca/eng/document.jsp?did=100512>

Other Tools in the Exporter's Toolkit - 7

- **DFAIT Investment Cooperation Program (INC)**
 - objective - to support responsible, developmentally beneficial, private sector engagement in developing countries leading to sustained economic growth and poverty reduction.
 - part of Canada's Official Development Assistance for developing countries.
 - program shares some of the costs involved in
 - studying the viability of an investment
 - demonstrating and adapting appropriate technologies
 - undertaking activities aimed at enhancing the economic, environmental and social benefits of those investments.
 - <http://www.tradecommissioner.gc.ca/eng/funding/investment-cooperation-program/home.jsp>
- **IFI/MDB Business:**
 - **Business Opportunities: Development and Humanitarian Aid Markets**
 - <http://www.tradecommissioner.gc.ca/eng/development-humanitarian-aid-markets/index.jsp>
 - “Bidding on MDB-Funded Infrastructure Contracts – A Guide for Canadian Businesses”
 - http://www.edc.ca/english/publications_16642.htm
- **SR&ED Tax Incentive Program**
 - www.cra.gc.ca/sred

Other Tools in the Exporter's Toolkit - 8

- **International Business Etiquette Internet Sourcebook (by AAFC)**
 - http://www.ats.agr.gc.ca/export/4027_e.htm
- **Information on Export Controls**
 - A Guide to Canada's Export Controls; also Details on EXCOL – Export Controls Online
 - <http://www.international.gc.ca/controls-controles/military-militaires/handbook-manuel.aspx>
- **TFO Canada**
 - Database for importers
 - www.tfocanada.ca
- **GFunds Online™**
 - New, free SME community toolkit
 - Allows quick and simple navigation of all 530 Federal and Provincial Technology Funding Support Programs
 - www.gfundsonline.com

Contact us today

The Canadian Trade Commissioner Service
Everywhere you do business

Ontario Regional Office

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trade commissioner.gc.ca

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